

# LIFE



PARACHUTE TEST WITH DUMMY

MARCH 22, 1937 **10** CENTS





## Down here we eat, sleep and drink Tomatoes

The first fellow to ever eat a tomato was probably pretty much thrilled by the experience. The first time Hurff Ready-to-Serve Tomato Soup appears on your table you're going to get a thrill just about equal to his. And you'll save money too for it's richer and has more body than most ready-to-serve soups, and is more economical to use than most condensed soups. You can dilute it to suit your taste.

There's as much difference in tomatoes as there is in people. Maybe you don't know this . . . and certainly you couldn't be supposed to. We wouldn't know it either if we hadn't spent thirty-one years "eating, sleeping and drinking tomatoes" right in the tomato center of the state that's famous in *all* states for the finest tomatoes that ever carried a vitamin.

Tomatoes can be just average tomatoes with nothing much to say for or against them. Or they can be the kind that everybody talks about—and that's the kind we want and want you to have. We get them by a method of crop control we worked out years ago. Each summer seed tomatoes are examined by inspectors of the New Jersey State Department of Agriculture. The seeds from these tomatoes are removed, cleaned, certified and sealed in bags under the direct supervision of these state officials. We sell these seeds to the growers and buy back the tomatoes they produce.

It's taken a lot of words to tell you all this—but if you try Hurff Tomato Soup tomorrow you'll feel well rewarded for reading what we've had to say.

**EDGAR F. HURFF COMPANY**  
SWEDESBORO NEW JERSEY

Tomato Juice  
Tomato Juice Cocktail  
Tomato Catsup  
Tomato Soup  
Tomato Puree  
Tomato Aspic  
Pork and Beans  
Vegetable Soup  
Spaghetti  
Asparagus  
Squash  
Bean Soup  
Pea Soup  
Pumpkin  
Hominy

**Ask for HURFF**



### HURFF TOMATO JUICE

with a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

### HURFF TOMATO SOUP

Ready to serve! Greater body and richness than most ready-to-serve tomato soups . . . and more economical as it can be diluted to suit the taste.

### HURFF TOMATO JUICE COCKTAIL

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning. It's a product you'll take pride in serving on your table.

### HURFF TOMATO PUREE

For making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its tomato-ness is nationwide.

### HURFF TOMATO CATSUP

with a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes—as so many are.

### HURFF TOMATO ASPIC

—all ready to mix and mold. Better and more convenient than synthetic powdered form. Try it and appreciate the difference. You'll always want to keep a can on hand.

# TOMATO SOUP

( READY TO SERVE )



*Seasoned, cooked  
and packed at  
Swedesboro  
by*

## HURFF...

*The Jersey Tomato People*



# IT'S ONE OF THE **FINER** THINGS OF LIFE

## SAYS FAMOUS AIRPLANE DESIGNER DONALD DOUGLAS

THE car Mr. Douglas is talking about, of course, is the car he drives, pictured at the right, an exciting new 1937 Studebaker.

"I can't see how anyone could want any more in a car than Studebaker gives," this world renowned builder of transport planes adds.

Right you are Mr. Douglas . . . and tens of thousands of motorists who never before enjoyed Studebaker ownership heartily agree with you.

The world's first car to offer motorists the double safety of the automatic hill holder and feather-touch hydraulic brakes . . . the world's first car with the dual economy of the sensational new Fram oil cleaner and automatic overdrive . . . the world's only car with doors that close lightly, tightly and silently on revolutionary new rattle-proof rotary latches.

Spotlight car of 1937, the big smartly styled new Studebaker sells at prices just above the lowest . . . and the Studebaker C.I.T. budget plan assures low cost time payments. The Studebaker Corporation, South Bend, Indiana.



**Goodbye, records!** Average drivers, of course, don't expect the 27.46 miles per gallon that the observers pictured above saw a stock Studebaker Dictator do under A.A.A. supervision in the scorching heat at Bonneville Salt Flats, Utah. But what a satisfaction it is to know that such possibilities of economy—in oil as well as gas—are built into every 1937 Studebaker!

"Come on, Daddy!" Says stocky little Sonny Heath to his 350 pound father, caretaker of the 800-acre Studebaker proving ground. And Andy goes along although for the moment he knows not where.



**What a body!** That's a 10,000 pound specially built cement silo resting on the top of a 1937 Studebaker sedan. The safety steel-reinforced-by-steel Studebaker body with its world's largest one-piece steel top stood up unharmed. Even the doors opened and closed easily despite the crushing weight. Studebaker bodies glisten in a paint finish 12 coats deep.

"Easy does it!" And what have we at the right above? You're right . . . it's gargantuan Andy Heath—and Sonny too—both comfortably ensconced inside the luggage compartment of a new 1937 Studebaker. No wonder observant motorists say the new Studebakers have the most spacious trunks in the world.

# STUDEBAKER



NOT LOWEST PRICED . . . BUT ALMOST

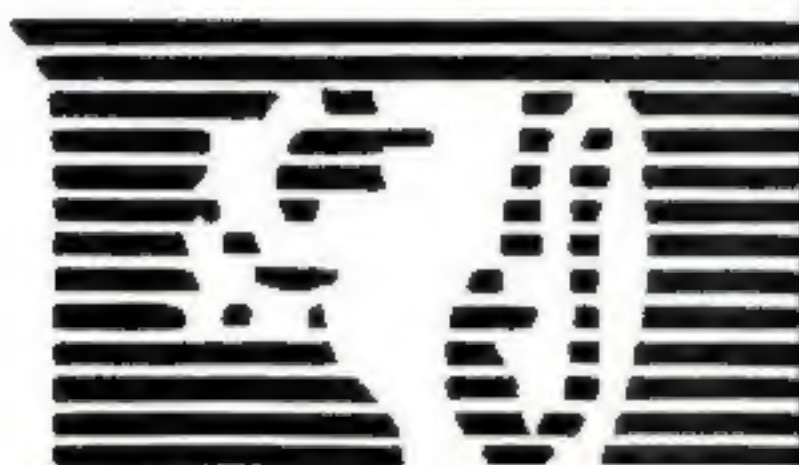
This One





# IN THE LAND OF THE *Voyageur*

Make it the vacation of a life-time  
by spending your summer holidays  
in *La vieille Province de Québec* . . .  
a land as new and vital as LIFE itself  
. . . though old enough to be the  
birthplace of a continent's history . . .  
Write now for suggestions to  
Office du Tourisme, Québec, Canada



*These photographs by Ivan Dmitri are reproduced through  
the courtesy of the Abbé Albert Tessier des Trois Rivières,  
capital city of the far-famed St. Maurice Valley*

# *La* PROVINCE de QUÉBEC

PROVINCE OF QUEBEC TOURIST BUREAU, QUEBEC, CANADA



# Will You Accept **Free**

this lavishly illustrated  
**DE LUXE EDITION** of

## **GREAT WORKS OF ART** AND WHAT MAKES THEM GREAT

*The Story of Art Through the Ages*

**This Gift to You From the DeLuxe Editions Club is an Example of the Great Books, Formerly Priced at \$5 to \$25, which Members Receive for ONLY \$1.50 Each. Free Charter Membership Will Bring Bargains Like These to You.**

**M**AY we send you this beautiful book entirely free—as a gift from The De Luxe Editions Club? We would very much like to have you see for yourself the exceptional books which Membership in this Club will bring to you—for the one standard price of only \$1.50 each! And it costs you *nothing* to join now, while Charter Membership is still open.

Why should you join the De Luxe Editions Club? What can it do for you—how much can it *save* you?

Well, *first*, this Club is unique in that it does not select new novels or works of unestablished permanence. Instead (and to the distinct advantage of your lifetime library) it selects books whose intense interest and lifelong importance make them

essential to a well-planned collection. *Secondly*, it publishes these books in striking new *De Luxe Editions*, beautifully designed, luxuriously bound.

Then, *thirdly*—instead of charging extra for these lovely editions of great works, which formerly cost from \$5.00 to \$25.00 each, the Club presents them (to its own Members *exclusively*) at less than the cost of an ordinary novel—one a month for only \$1.50 each! And you *never* pay more!

### **SOME TYPICAL EXAMPLES**

Such values are possible only because America's leading publishers have co-operated with us. They are allowing the Club to use the *original*, first-edition plates in printing these new De Luxe Editions. And contemporary authors have agreed to smaller royalties. Also, by grouping the purchases of many Members at a time, this Club plan *assures* editions sufficiently large to avoid unnecessary costs.

Typical of the many remarkable values are such recent De Luxe Editions as "Stories of the Great Operas," formerly in 3 volumes at \$10.50; Chaucer's "Canterbury Tales," in modern English, and with 25 full-page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20.00.

Similar values will be offered in forthcoming selections, all at the low price to members only, of \$1.50 each.

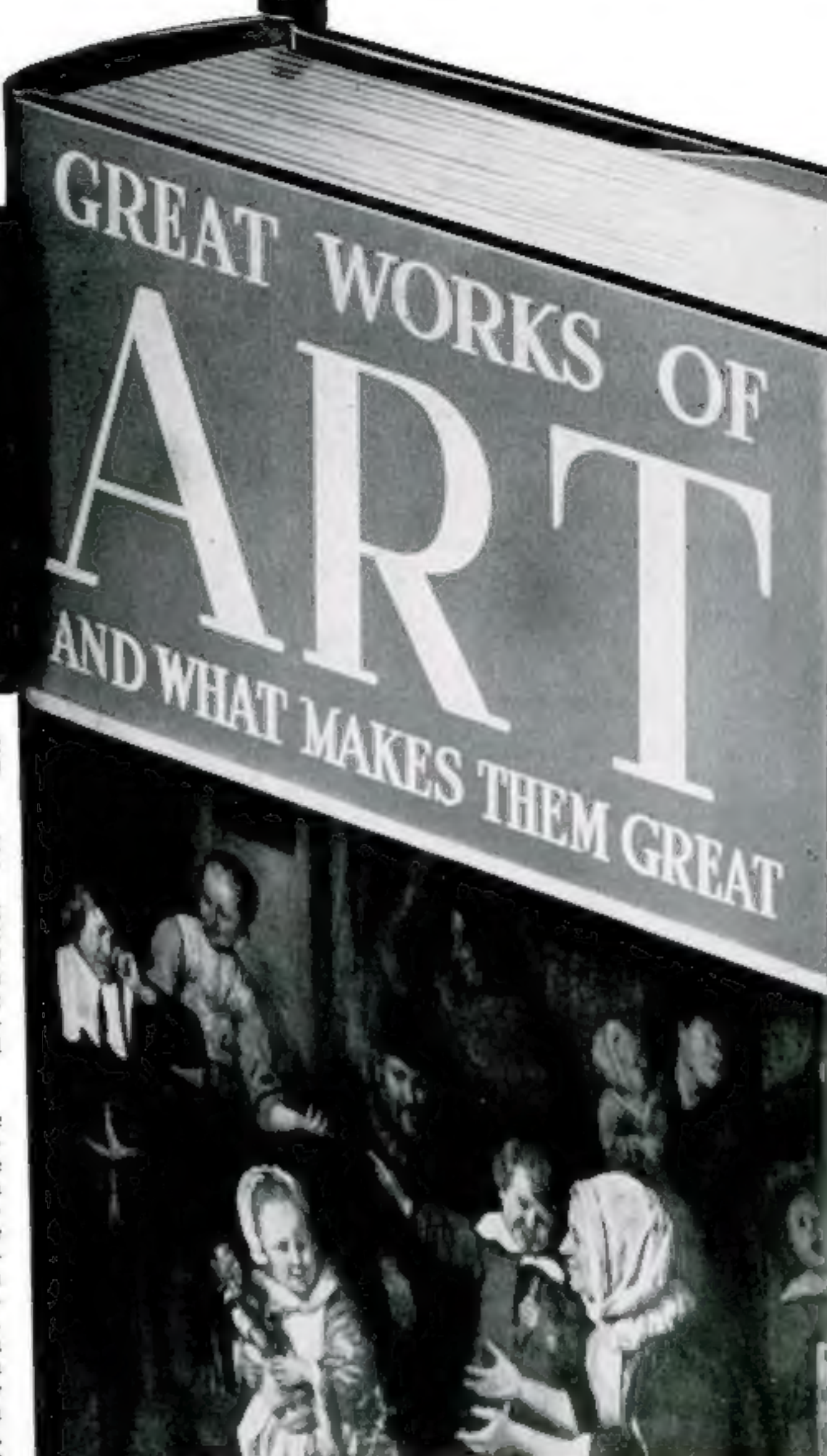
### **SEND NO MONEY**

If you are interested in saving money on books that will broaden your mental horizon and bring you greater reading satisfaction—enrich the beauty of your library, now and always—be worthwhile to your family in years to come—then accept *free* a Charter Membership in the DeLuxe Editions Club!

Send no money with the coupon here. Your *free* copy of "Great Works of Art" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to all book lovers. The "Folio" is free, to Members *exclusively*. Each month it tells unusual facts about the current Book Selection. And it reviews the coming month's selection as well.

Thus Members always know in advance what the next month's book will be. Your subscription to the "Folio" will begin at once, without cost. Mail the coupon, without money, now!

**THE DE LUXE EDITIONS CLUB, Dept. 3L, Garden City, New York**



### **SPECIAL GIFT-BOOK COUPON**

**THE DE LUXE EDITIONS CLUB**  
Dept. 3L, Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the members' exclusive publication, *THE FOLIO*, which reviews the current and forthcoming selections. My membership will bring to me each month for an entire year the Club De Luxe Selection—a book that formerly sold for \$5.00, \$10.00, or even more—but which I am to have for only \$1.50 plus the few cents postage.

In consideration of my enrollment as a Charter Member at this time, you are to send me at once, *absolutely free*, my gift copy of "GREAT WORKS OF ART—And What Makes Them Great."

Name.....

Address.....

City.....State.....

#### **A Liberal Education in Art Appreciation and Understanding** 552 Pages—175 Illustrations— Formerly \$5.00

Here, in one beautiful book, is the story of Art through the ages, in both Painting and Sculpture—a great work which should be in every well-selected home library.

How did the world's finest artists work? What message was each trying to give us? How well did he do it? How can we recognize, appreciate and truly understand the finest achievements of each painter or sculptor?

In this one large volume you will read the fascinating stories of such great artists as Titian, Holbein, Michael Angelo, Mantegna, Rubens, Picasso, Franz Hals, Giotto, Sargent, Gauguin, Velasquez, Rodin, Degas, Del Sarto, Tintoretto, Raphael, Leonardo, Cezanne, Giorgione, Van Gogh, Van Dyke.

In addition, the illustrations bring into your home a gallery of 175 photographic reproductions of such famous creations as *CHARITY*—by Del Sarto, *DESCENT FROM THE CROSS*—by Rubens, *MAN WITH A BROKEN NOSE*—by Rodin, *THE LAST JUDGMENT*—by Michael Angelo.

*OLYMPIA*—by Manet, *NUDE WOMAN STANDING*—by Mantegna, *SURRENDER OF BREDA*—by Velasquez, *THE LAST SUPPER*—by Raphael, *THE LAST SUPPER*—by Leonardo, *VENUS DE MILO*, *PHILIP IV*—by Velasquez, *THE BATHERS*—by Cezanne, *SISTINE MADONNA*—by Raphael.

De Luxe Editions Club books are already famous for their luxurious bindings, fine printing, rich contents. The average volume is 6" by 9". Many are even larger. Most contain 500 to 600 pages—some even over 1000 pages. Many are gorgeously illustrated in color with paintings by the greatest masters; others with fine drawings and photographs. Every volume is complete.



## *SPEAKING OF PICTURES . . .*



RICHARD SIMON'S FAVORITE CAMERA SUBJECT IS PRETTY MRS. ANDREA SIMON, SHOWN ABOVE, HAVING A FINE TIME AT PALM BEACH



# ... MR. SIMON SNAPS FAMILY & FRIENDS



appeared in a Simon & Schuster picture book called *Eyes on the World*. But though Mr. Simon differs from most nonprofessional photographers in being technically very proficient, he acts just like every other amateur in choosing his subjects. He takes

Two years ago, Richard L. Simon (left) of the publishing company of Simon & Schuster, bought a Leica camera and set out to master it. He is now an extremely proficient amateur photographer. Some of his pictures have appeared in photographic exhibitions and annuals. The one of the feet just below

pictures of his wife, of his baby, and of his friends. The person who appears most in the Simon collection of Simon pictures is pretty Mrs. Simon. Meanwhile the five-month-old Simon daughter is rapidly filling an album of her own. Like most amateur's pictures, Mr. Simon's indicate that he has a great deal of fun with his camera. Unlike most amateur's pictures, Mr. Simon's have a charm and interest that make them worth looking at even though you don't know the people in them. Last month, Mr. Simon took his camera down to Palm Beach and snapped fellow members of the Artists and Writers Golf Association at their winter tournament (see page 7). All Simon pictures are developed and enlarged by Mr. Simon himself, who is now writing a handbook of practical advice for miniature camera users. It will be written "as one lousy amateur to another" and published next fall by the firm of Simon & Schuster.



AN EARLY PICTURE OF MRS. SIMON (LEFT) BY MR. SIMON (RIGHT) TAKEN ON THEIR HONEYMOON



MRS. SIMON AND HER WIREHAIR, PETEY, GO FOR A WALK AT MARTHA'S VINEYARD



AGAIN, MRS. SIMON AT PALM BEACH





# Look at LaSalle!

## ***FINER THAN EVER— AT THE LOWEST PRICE!***

It is doubtful whether the motoring public has ever had a greater surprise than when it first heard the price of the new La Salle V-8.

Here is the finest La Salle ever built—powered by a 125-horsepower V-8 Cadillac engine—increased in wheelbase, size, comfort and beauty . . . yet priced at only \$1095\*.

And that is the *delivered* price, at Detroit—including all standard accessories!

The result is precisely what might have been expected. There has been such a swing to the new La Salle as the fine-car field has not witnessed in years. Within six weeks after its introduction, almost ten thousand people placed their orders for this extraordinary car!

If you are contemplating the purchase of a motor car anywhere above the very lowest in price—we ask that you, too, *look at La Salle!*

Its low price—its low operating costs—and its unmistakable Cadillac quality—make it an extremely logical choice.

\*Delivered price at Detroit, Mich., \$1095 and up, subject to change without notice. This price includes all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—Extra. Car shown has white sidewall tires at slight extra cost.

## V-8

BUILT BY CADILLAC FOR THE  
FAMILY OF MODEST INCOME

# \$1095\*

AND UP

Copyrighted material



## SPEAKING OF PICTURES (continued)



Mr. Simon's friends taken by Mr. Simon. Left to right, are Cartoonist Rube Goldberg, Theatrical Producer John Golden, Illustrator Arthur William Brown.



Mr. Simon had fun catching Illustrator Floyd Davis dozing at Palm Beach. This picture, like that at top, was taken at Artists and Writers golf get-together.



Simon & Schuster author is J. P. McEvoy (above) listening to a broadcast. Mr. Simon takes pictures of his authors for publicity purposes, never used this.



FEW WEEKS LATER



COPY. 1937 FELS & CO.

**BANISH "TATTLE-TALE GRAY"**  
**WITH FELS-NAPTHA SOAP!**



Don't saddle  
yourself for life  
with high fuel costs

## IRON FIREMAN

Automatic Coal Heating gives  
luxurious warmth  
at low cost!



Here Iron Fireman  
cut fuel bills in half

Walter M. Jones, West Orange,  
N. J., saved 57% on his fuel bill  
—but this is only one of the many  
thousands of cases of Iron Fireman's  
amazing economy.



Walter M. Jones

Walter M. Jones in-  
stalled an Iron Fireman  
in the above house in  
1934. "For the first  
time," he says, "this  
house was satisfac-  
torily heated."

His Iron Fireman  
fuel cost averaged \$123.37 a year.  
The average before installing Iron  
Fireman, when the furnace was hand-  
fired, was \$287.50—a yearly fuel sav-  
ing of \$164.13 with Iron Fireman, plus  
the advantages of steady, even, auto-  
matic heat. In 5 years these savings  
amount to more than \$800—in 10  
years to more than \$1,600.

### CLEAN... QUIET... CONVENIENT

"But these economies are of minor  
importance," says Mr. Jones, "com-  
pared with the convenience, dependa-  
bility and sense of security with  
Iron Fireman heating."

**Y**OU should have—you *must* have  
modern, automatic, self-regu-  
lating heat. Don't go through life another  
year without it. But in getting automatic  
heat—in freeing yourself from the burden  
of furnace tending—don't saddle yourself  
with high fuel costs for life. Install an Iron  
Fireman automatic coal burner which  
gives you the finest automatic heating  
money can buy. Iron Fireman fuel costs  
considerably less than hand-fired coal,  
and so much less than gas or oil that the  
saving is amazing. Get a cost comparison  
for your own particular job. Any Iron  
Fireman dealer can show you how. Iron  
Fireman savings for one year are consider-  
able. Over a 5, 10 or 20 year period they  
amount to a sum no one can afford to waste.



The Iron Fireman Coal Flow feeds direct  
from bin to fire. Both the Coal Flow and  
the regular hopper models are controlled  
and regulated by Teerle automatic con-  
trol instruments which are available  
on no other kind of heating equipment.

## IRON FIREMAN

Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere

This famous trade  
mark is the symbol  
of Iron Fireman,  
the world's leading  
automatic coal burn-  
er, the machine  
that made coal an  
automatic fuel.



IRON FIREMAN MANUFACTURING CO.  
3155 W. 106th Street, Cleveland, Ohio.

☐ Send literature    Type of plant: ☐ Commercial heating  
☐ Make firing survey    ☐ Power    ☐ Residential

Name \_\_\_\_\_

Address \_\_\_\_\_

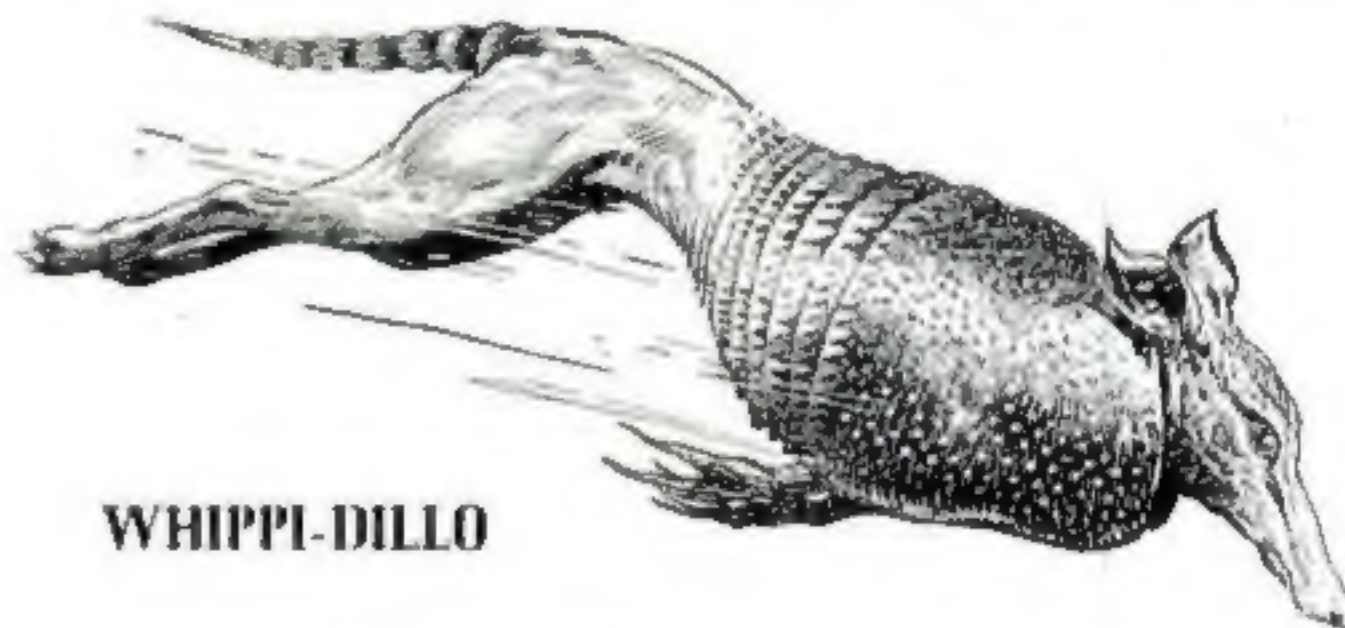
The Whippet is a  
streamlined chap,  
Which makes him very **Fast**,  
And though he owns  
no running pants,  
He seldom comes in last!



The Armadillo's hard and **Tough**,  
He sports a turret top,  
But when he tries to get up speed,  
He's somewhat of a flop!



Now mix them both up and mix them up well,  
And there, sir, you have the **New Golden Shell**.



WHIPPI-DILLO

Like two oils in one, it's Tough and it's Fast,  
It **Cuts Starting Wear** and how it does last!  
Starting causes more Engine Wear than all the running  
... New Golden Shell Motor Oil is Fast-Flowing  
to reduce this wear ... Tough so it  
stands the heat of steady driving.

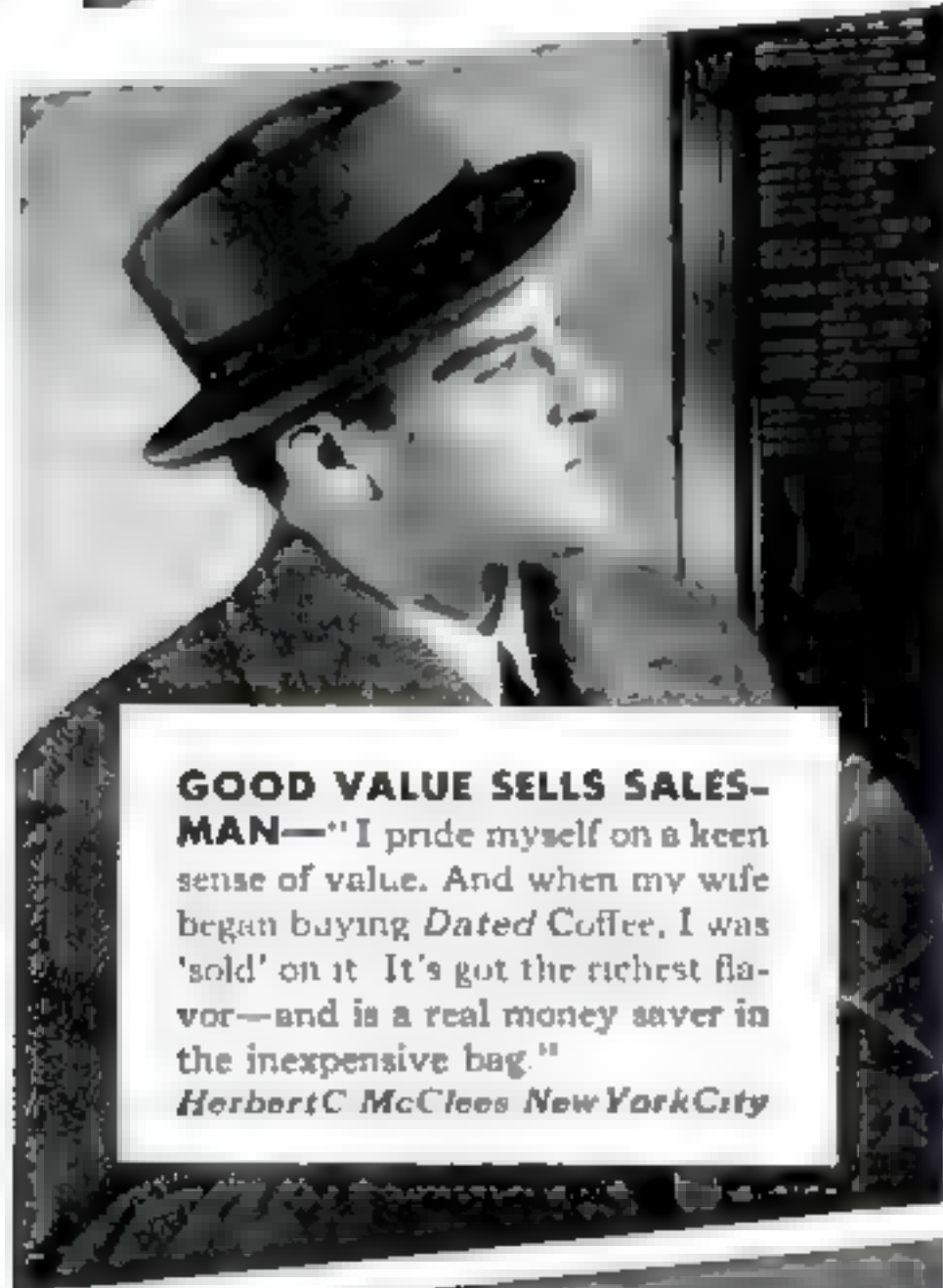
*Golden Shell*  
The New Motor Oil





# Grand Flavor in the bag—

**and a  
grand price,  
too**



**GOOD VALUE SELLS SALESMAN—**"I pride myself on a keen sense of value. And when my wife began buying *Dated Coffee*, I was 'sold' on it. It's got the richest flavor—and is a real money saver in the inexpensive bag."  
*Herbert C. McClees New York City*

**D**ATED COFFEE in the bag pleases everybody, because it's high in quality, yet low in price. The world's choice coffees are blended to make it richer, fuller flavored. Yet it's inexpensive because we pack it in a simple paper bag.

We can do this because Chase & Sanborn *Dated Coffee* is guaranteed fresh by our Dating Plan. It's rushed fresh to your grocer. Every bag is marked with the date he gets it... your protection against stale, rancid taste.

Buy an economical bag of delicious Chase & Sanborn *Dated Coffee* tomorrow!



**THE RIGHT START FOR GOOD COFFEE—**"Mother taught me a lesson in coffee making. Start with a fine-quality coffee. She recommends *Dated Coffee*—and is it delicious! Not high priced either—but really economical in the bag."  
*Mrs. R. D. Carter, Laredo, Texas*



**SATISFIES FUSSY HOUSEWIFE—**"I'm awfully fussy about the quality of our foodstuffs. Yet I have to watch prices, too. Well, as regards coffee, I've found just the right brand! *Dated Coffee* in the bag has wonderful quality and flavor—yet it saves us money!"  
*Mrs. Robert M. Brannon, Charlotte, N. C.*



**A GODSEND TO THEIR BUDGET—**"We have to watch our budget carefully—but neither of us could bear the thought of economizing on our coffee. Imagine our joy on discovering the fine quality and money-saving price of *Dated Coffee* in the bag!"  
*Mr. & Mrs. A. W. Gubb, Erie, Penna.*



**LOOKS FORWARD TO IT**  
—"I work for one of the big transport companies. Live near its eastern terminal. When I leave the airport for home, I look forward to the good bracing coffee that's waiting for me. It's Chase & Sanborn *Dated Coffee*. Its flavor is extra rich. The price in the bag just suits us, too."  
*G. Earl Laird, Elizabeth, N. J.*



Copyright, 1937  
by Chase & Sanborn Inc.



★ Ladies, if your stockings sag  
Husbands you may never bag

# IT'S LOGICAL IT'S LUXURIOUS IT'S NEW ★ ★ ★



*Measure yourself for  
stockings that give  
you personal fit*

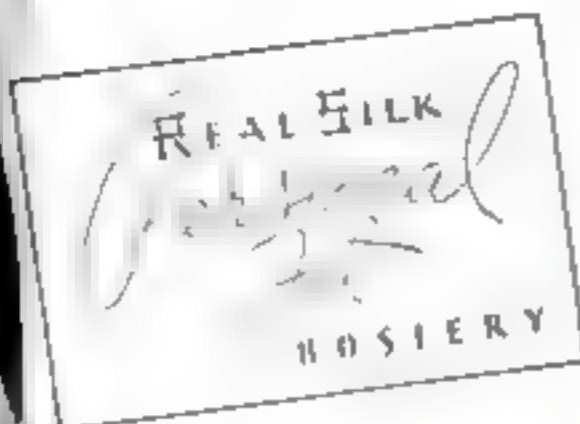
**Logical** that stockings of standard width at ankle, calf and top won't fit one out of a dozen women who wear them. It's logical that Realsilk Personal Fit Hosiery, personally selected according to your own individual measurements, *will fit*—better than any stockings you've ever worn.

**Luxurious** to wear these perfect-fitting stockings. Not a wrinkle. An even diaphanous film because they fit like the skin itself. Seam as straight as a die! A trim sleek heel.

**New!** You give us five measurements . . . ankle, calf and top, length and footsize. That's our guide in choosing the shape of hosiery, perfect for you out of hundreds of different proportions constantly in process. Realsilk alone offers you this amazing new style service.

REALSILK HOSIERY MILLS, INC.  
Indianapolis, Indiana

Instruct Your Maid that you will see the Realsilk representative when he or she calls . . . or phone the Realsilk office in your city and arrange an appointment at your convenience.



GOWN BY NANCY

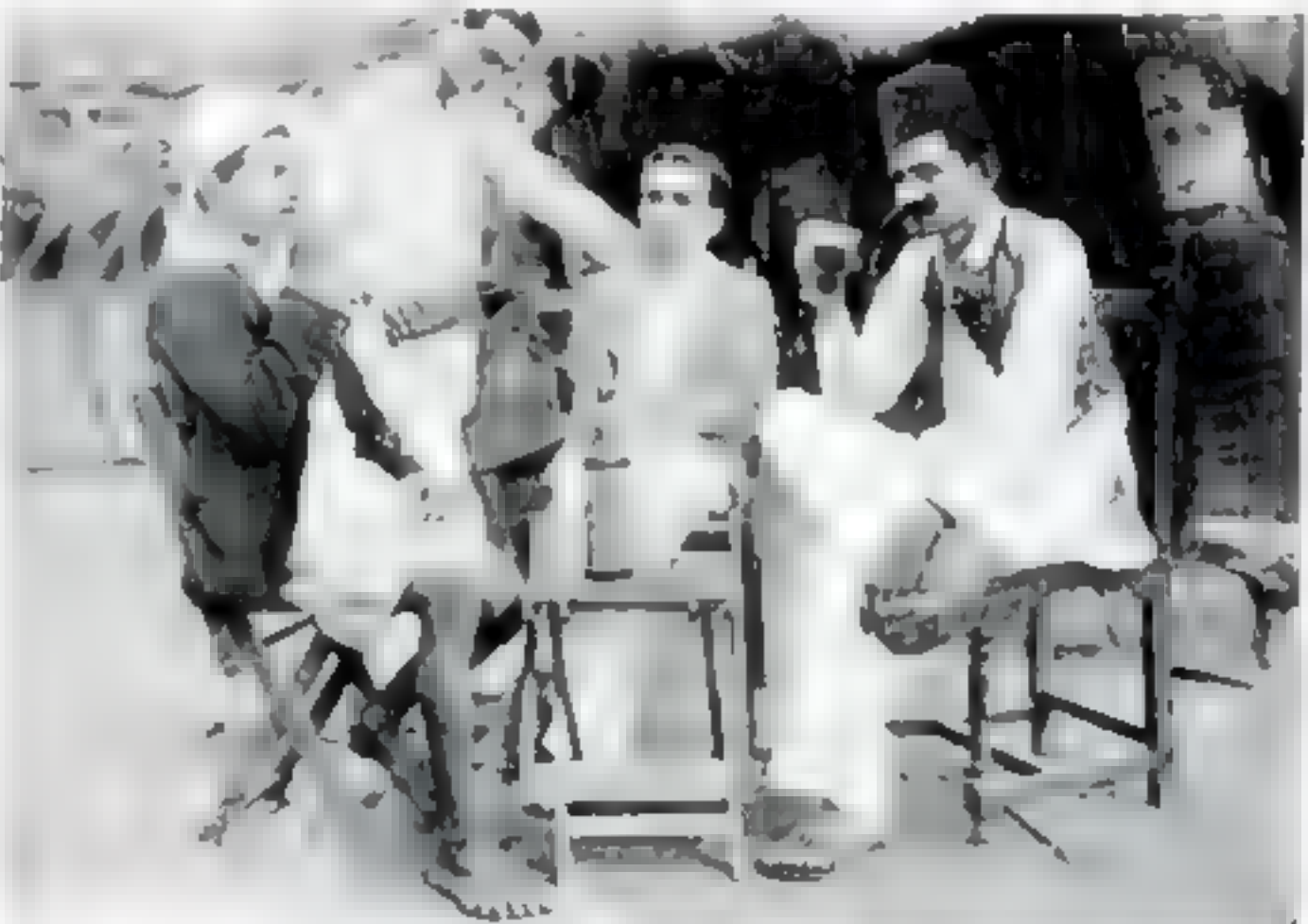
← Cut out this tape and measure your ankle

## THEY LIKE IT IN THE SOUTH

**F**AVORITE in southern latitudes, Martini & Rossi is equally popular in Norway, Iceland, Finland. World's second best appetizer (acknowledging exercise as first) it is international, inter-climatic. It is the vermouth the sun never sets on.



**South: Nassau.** Visiting American and his partner (a fortunately not shown) enjoy Martini & Rossi in Manhattan as palm blow and troubadours wail continuously.



**Further South: Bombay.** Bartender's boy at sidewalk run his glasses of Hindi, Indian Christian and Mohammedan to the good Martini & Rossi. Often in India they drink it with seltzer—a long, cool drink.



**Way Down South: Argentine.** On a hot day in Buenos Aires, Argentina, the Martini & Rossi is a perfect refreshment. Martini & Rossi is a perfect refreshment—particularly meals—to perfection.



Sole Agents for Martini & Rossi in U. S. A.  
**W. A. TAYLOR & CO., N. Y.**

Alco. by vol. 15-95% Alco. by vol. 18%



FIRST CAME STEEL... *then* COP-R-LOY

WATER

*... Nature's Greatest Paradox.* It is everywhere... the first essential to all life and living; yet the greatest destructive force man has to combat and control. Water decrees that there shall be life. It also decrees that there shall be no such thing as everlasting life. Pipe is paramountly important to the control of water—making it an obedient servant for the comfort of the home, for the health of communities, for the efficiency of industry, for the safety of transportation, and for irrigation that turns arid lands into fertile fields. First came steel pipe to make water economically available everywhere... then came the greater endurance of COP-R-LOY to checkmate its destructive corrosion, to cut cost of upkeep; to guard longer and more safely the nation's systems of supply and sanitation. Nine years ago COP-R-LOY definitely established this new standard in pipe service and, today, it is carried in all tubular forms by leading distributors. It's Wheeling Steel. Wheeling Steel Corporation, Wheeling, West Va.



COP-R-LOY IT'S WHEELING STEEL



# Child-like in his Dental Knowledge

*—thousands of grown-ups never take care of their gums*



**Don't ignore "Pink Tooth Brush"... Guard against becoming a "Dental Cripple"... Change to IPANA and Massage Today**

**I**T IS A sad fact but true that thousands of intelligent adults are still in the *cradle age* about the advances made in dental hygiene—innocent of the fact that modern dental authority emphasizes *the care of the gums* as well as the teeth.

The facts are simple—stressed by modern dentists, taught in many modern schools,

practiced in many modern American homes.

• Modern gums, because of modern menus, need special and regular care. The soft foods on which we moderns live do not give our gums enough work, enough stimulation, to keep them healthy. Gums grow lazy. They grow flabby and tender. Frequently a tinge of "pink" appears on your tooth brush—a protest and a warning of unhealthy gums.

If you ever see that tinge of "pink" on your own tooth brush, do the sensible thing—*see your dentist*. You may be in for serious trouble. Usually, however, his verdict will be "gums that are the victims of modern

soft foods"—"gums robbed of natural exercise and work"—and, as many dentists advise—gums that need the healthful stimulation of *Ipana and massage*.

For Ipana plus massage is your dentist's able assistant in the home care of the mouth—a dentifrice designed to help the gums as well as clean the teeth. Massage a little extra Ipana on your gums every time you brush your teeth. Gums grow stronger! New circulation brings them a new firmness.

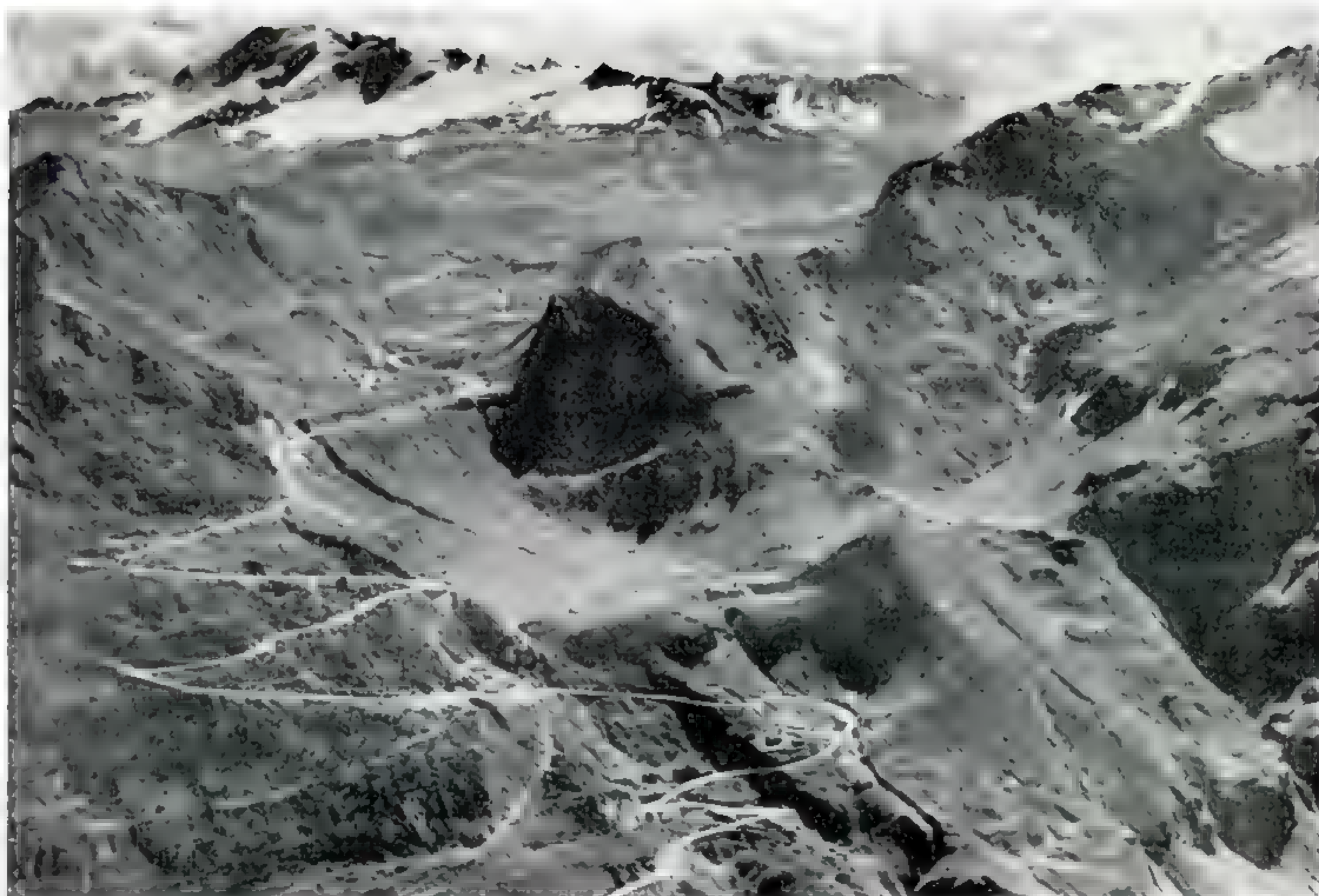
Change to Ipana and massage today. Before you see that tinge of "pink"—adopt this sensible and practical way to help safeguard the health of your teeth and gums.



## IPANA

*Tooth Paste*





ACROSS AUSTRIA, A MOUNTAIN WALL BETWEEN GERMANY AND ITALY, ZIGZAGS GROSSGLOCKNER HIGHWAY (ABOVE). BEYOND LIES ITALY

## BETWEEN A HABSBURG KING AND NAZI RULE PRETTY LITTLE AUSTRIA MUST CHOOSE



CENTAURESS & SPARROW AT SCHÖNBRUNN

**L**ittle Austria, a beautiful piece of scenery, populated by 6,700,000 of Europe's best gossipers, practical jokers and sharpshooters, is an arena for some of today's most desperate undercover politics in Europe. Nazi Germany wants it badly because the Austrians are Germans and because it is the military and political highway eastward to "Germany's future." Furthermore Germany, with plenty of coal, lacks iron and Austria has the Iron Mountain, 800,000,000 tons of high-grade ore. But Italy lacks iron too, also wants the Iron Mountain. Today Germany has stock control of Iron Mountain but Italy through Austrian Chancellor Schuschnigg, has political control. Finally, Italy wants an impotent Austria, not a mighty Germany, on its northern threshold. For these excellent reasons Italo-German friendship always founders in Austria. Sooner or later Nazi Germany will take the Austrian trick,

unless the ace in the hole is played: the restoration of the Habsburgs to the throne of Austria. And the Habsburgs, in this case, means that handsome young exile, Otto von Habsburg.

Nobody asks what the Austrians want. They are mostly democrats and socialists. But they are ruled by the Catholic minority of "Front Führer" Schuschnigg. They hate and fear the Nazis. Hence they are all but resigned to the return of Otto as the least of all evils. Chancellor Schuschnigg and his Italian friend, Benito Mussolini, are not yet quite so resigned. On Feb. 14 Schuschnigg announced that the return of Otto was open for discussion. His official newspaper explained that Otto would be a constitutional monarch, that there would be no return to the "good old days" of autocratic Habsburgism. Italian newspapers agreed that Otto was a good idea sometime but not just yet.









Inside this coat on June 28, 1914 was the heir to the Austro-Hungarian thrones, Archduke Franz Ferdinand, when a terrorist's bullet killed him, precipitated the War.



Next in line when Franz Joseph died was Karl, shown in Hungary's Crown of St. Stephen with Zita and Son Otto. This is the nearest Otto has yet got to the throne.



Child Otto, despite the curls, spent a happy adolescence in exile in Belgium with a big family, was trained by ambitious Mother Zita to take his royal self seriously.



Sets of uniforms hang in Otto's closet. This is an Austrian Brigadier-General's, Order of Golden Fleece around neck, Orders of St. Leopold and Crown on chest.



Commander of Tyrol Militia (*Standeschützen*) is the rank indicated by the three stars of this outfit. Otto is no longer legally barred from wearing it in Austria.



Playing no favorites, Otto also has his picture taken, for distribution in Hungary, in the uniform of a Hungarian Hereditary Magnate, the equivalent of court dress.



Far from Austria, Otto, his mother Zita and his six brothers and sisters, live placidly in Castle Steenockerzeel (above) outside Brussels. The arms are not the Habsburg arms.

The handsome young man shown on this page, Franz Joseph Otto Ruprecht Maria Anton Karl Maximilian Heinrich Sixtus Xavier Felix Renatus Ludwig Gaetan Pius Ignaz von Habsburg—Otto for short—has slightly less than an even chance of becoming King of Austria, King of Hungary or both, within the year. He is now 24 years old, has earned a doctorate at the University of Louvain, is a modest authority on the agricultural problems of his ancestors' empire. Some 1,450 loyal communities in Austria have made him an "honorary citizen." Habsburg properties worth \$9,000,000 have been legally returned to him. Only Austrian Nazis, a minority, are violently opposed to his return as King. But the present rulers of Austria are afraid that the instant they let Otto take the throne of Austria, the all-important loans they get from France will probably stop, as might well also those from Italy. And Austria is broke. The question is whether the Allies, who hate to think of the return of one of the Kaisers they deposed, will decide they hate the idea of a Nazi Austria even more.



Ready to send across the border, Otto drives a Steyr (an Austrian make) around Belgium. Lately he has visited London's British Museum (incognito) and Liechtenstein.



## HOMING HABSBURGS *(continued)*



"Buy Otto!" cry peddlers in the streets of Vienna, busily selling the Habsburg Pretender's portrait for \$2.

For the coronation of "King Otto," two popular "advance men" are now at work, one in Austria, the other in Hungary. The venerable giant with the beard, (below and on opposite page), is Austria's 83-year-old Archduke Eugen, a distant cousin of Otto's and the most popular Habsburg of them all. The pre-1935 Austrian law that no Habsburg might enter Austria without renouncing his rights to the throne, Eugen simply ignored. He is nice to everybody. To remind Austria's Jews and Socialists of Habsburg tolerance of minorities, he makes a point of visiting synagogues as well as churches.

Hungary's advance Habsburg is the Archduke Joseph, shown in the upper right corner of opposite page. A famed eccentric, he simply ignores the Hungarian regulations about automobile license numbers, slaps the Habsburger crown on his plates. Otto will have a somewhat harder time getting to the Hungarian throne because Hungary's Regent Nicholas Horthy has arbitrarily "shelved" the restoration question and because Czechoslovakia, Rumania and Yugoslavia threaten war if a Habsburg comes to Hungary.



Monarchists decorate war memorials in Austria with Otto von Habsburg's portrait, which police do not touch.



THE STRAPPING HABSBURG "ADVANCE MAN," ARCHDUKE EUGEN, REVIEWS VIENNA'S DEUTSCHMEISTERS INFANTRY REGIMENT

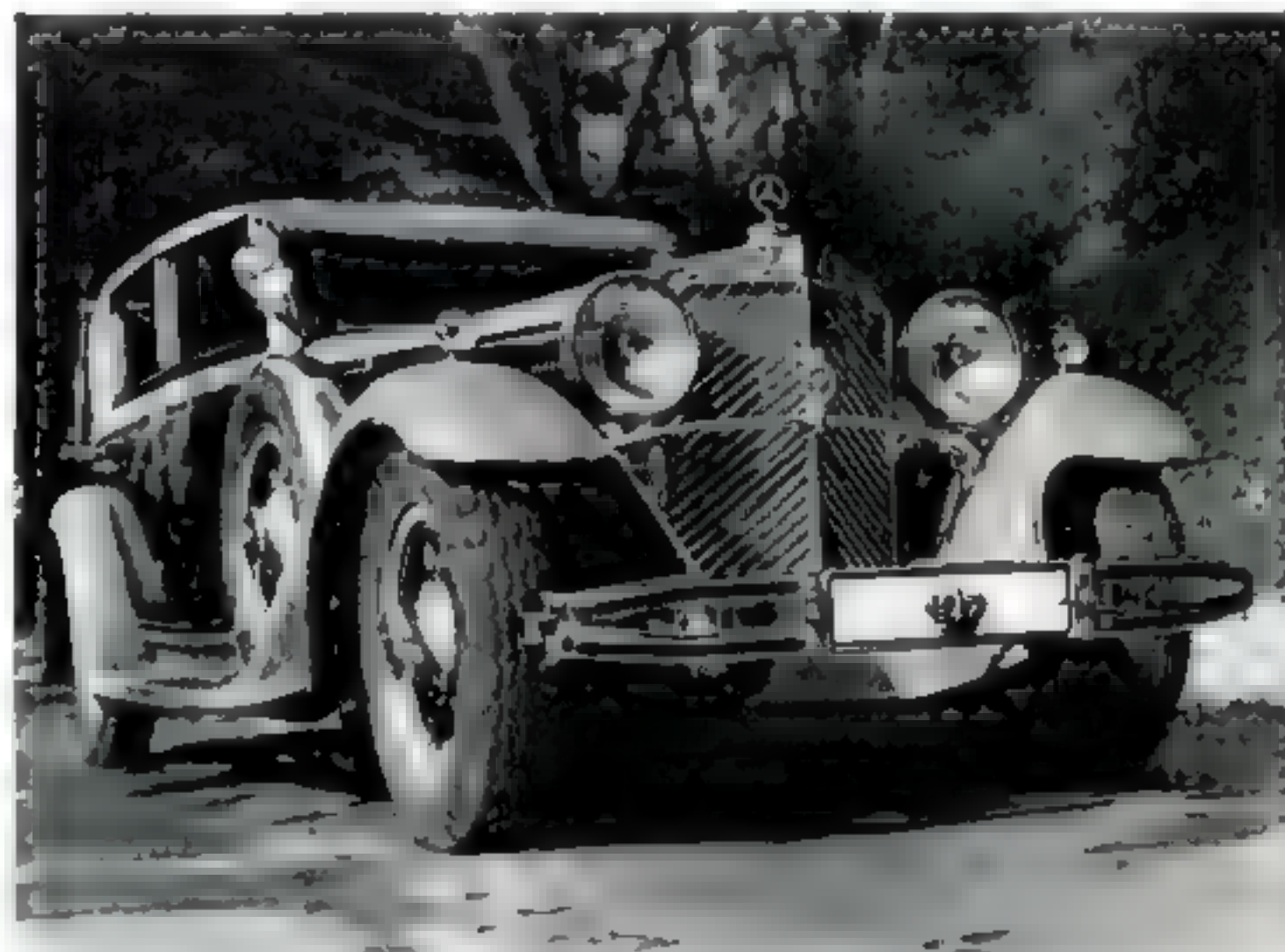




**Archduke Eugen** as former Grand Master of the Teutonic Order, wears the Maltese Cross on his cape and lives at the Order's monastery at Gumpolskirchen, outside Vienna.



**Archduke Joseph** maintains an almost regal style in Hungary. The arms on the balcony are those of the Austro-Hungarian Empire. The antlers are those of Hungarian stags.



This **Mercedes-Benz** of Archduke Joseph sports the Habsburg crown instead of license plates. This is all right because Hungary is technically a Habsburg monarchy.

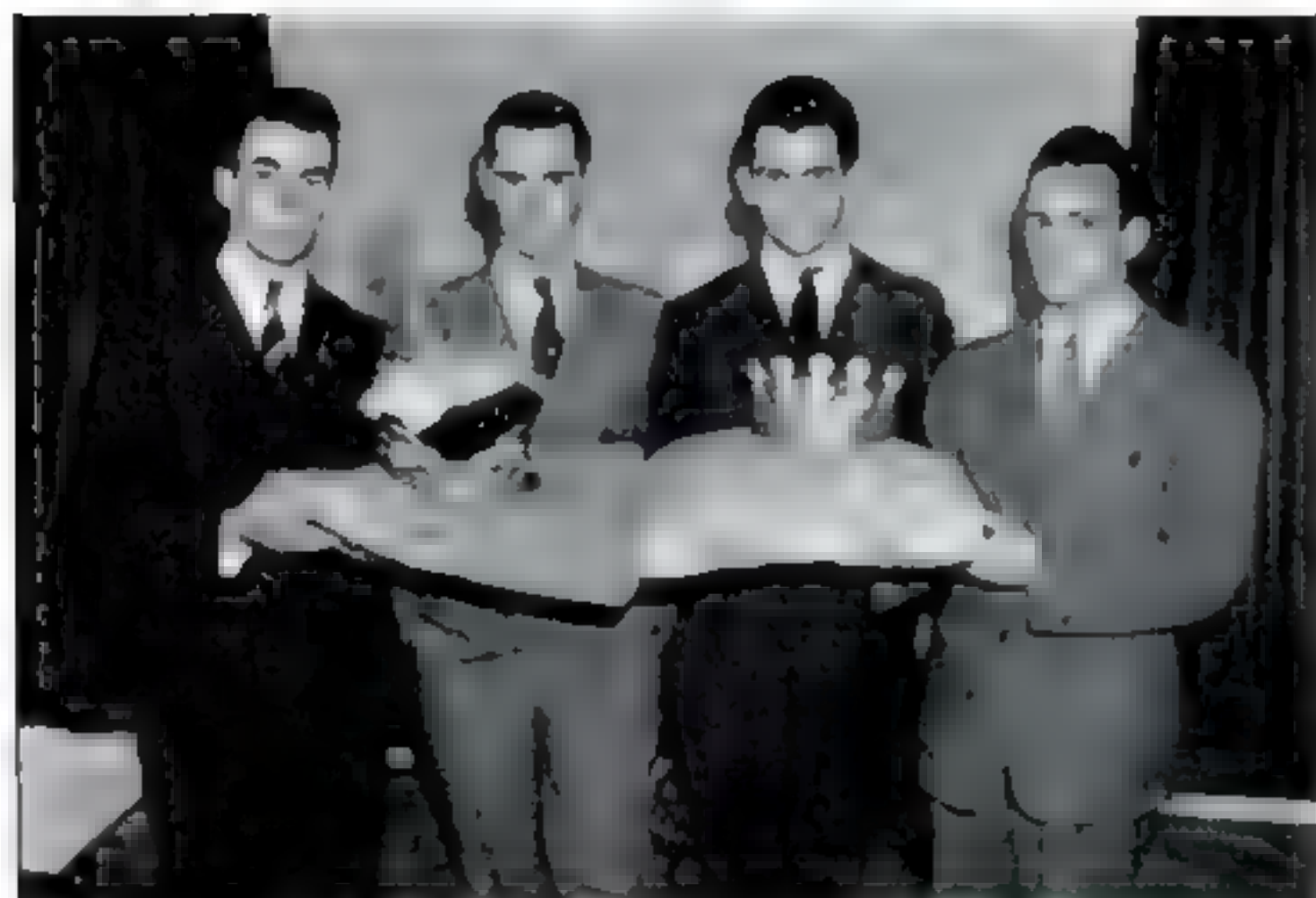
If the old Austro-Hungarian Empire had not existed, prewar statesmen used to say, it would have been necessary to invent it. In 1910 it was dismembered by President Wilson and the vengeful Allies on the basis of "self-determination of races." The half dozen unruly Balkan races once lumped under the Empire were given a kind of self-determination. The Serbs were put in charge of the Croats and some of the Slavs, making Yugoslavia. The Czechs and some of the Slavs made Czechoslovakia. The Macedonians were left divided among Yugoslavia, Bulgaria and Greece. The Magyars were given Hungary. All these nations since 1910 have set an extraordinary record of assassinations, coups d'état, intrigue and small tyrannies. Instead of the one Bosnian terrorist society that killed Franz Ferdinand in 1914, there are now five active terrorist societies operating in southeastern Europe, largely composed of ex-officers of the old Imperial Army. For pictures of these assassins and the men they are out to kill this year, see next week's LIFE.



**EUGEN (right)**, **PRESIDENT MIKLAS**, **CHANCELLOR SCHUSCHNIGG**, ARE ALL DEVOUT CATHOLICS



## LIFE ON THE AMERICAN NEWSFRONT: YALE OFFERS A CROWN TO "KING FRANKLIN I"

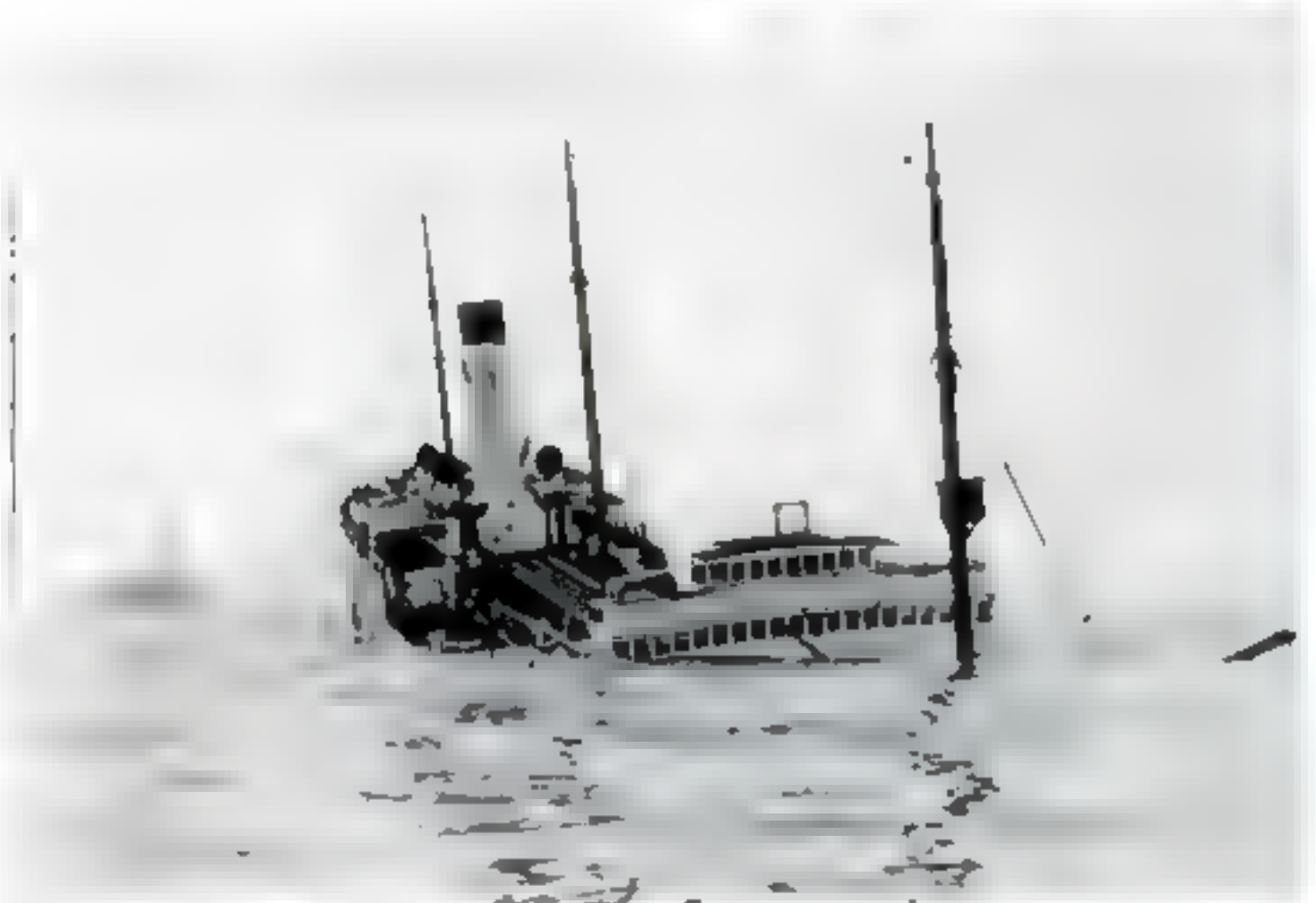


A Roosevelt-for-King Club was founded at Yale on March 8 by the four young men above: Donald F. Keefe, Peter H. Behr, chairman, Richard W. Baker Jr., E. Farrar Bateson. They offered the two crowns to "King Franklin I" and "his beloved Queen Eleanor."



In a fireside chat his eighth on March 9 President Roosevelt told the nation: "We must save the Constitution from the [Supreme] Court and the Court from itself . . . You who know me can have no fear." For columns on details of his proposals, see p. 62.

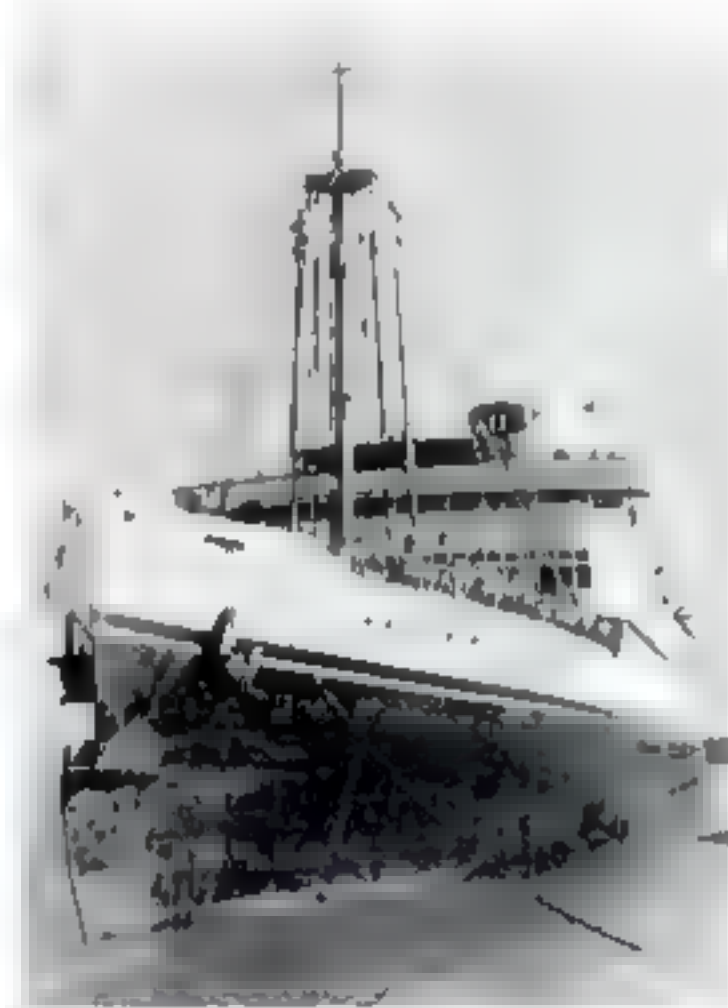
## THE PRESIDENT COOLIDGE RAMS AN OIL TANKER



The biggest "pay list" of passengers ever to sail from San Francisco was aboard the liner *President Coolidge* as she steamed through the Golden Gate March 8 in a heavy fog. In the perilous channel she rammed the oil tanker *Frank H. Buck* (above).



The tanker crew was taken aboard the *President Coolidge* in 20 minutes. Meanwhile the tanker floated off, half under water.



Back to port hopped the *President Coolidge* with its bow badly stove in. The passengers went home to wait for another boat.

## A NITRATE BOAT BURNS IN BOSTON



A mysterious fire broke out on March 10 in the Danish freighter *Laila*. Up's dock in Boston, spread rapidly through a cargo of nitrate. Tugs pulled the *Laila* away from the dock and fireboats poured streams of water into the blazing hull for five hours.



Explosions of the nitrate shook the *Laila* every few minutes, sending up clouds of smoke and starting the fire anew. Each explosion showered the fireboats with beans, which were part of a cargo taken on in Chile. The *Laila* burned to the water line.



## LIFE ON THE AMERICAN NEWSFRONT: GUNMEN WOUND THE LOS ANGELES PROSECUTOR



**Byron Fitts** (left), District Attorney of Los Angeles, is the man who on Feb. 25 ousted 300 sit-down strikers from the Douglas Aircraft factory. He is shown with Donald Douglas, the company president.



This message was mailed to Mr. Fitts at 6 p.m. on March 7. As a result of his action in the Douglas strike he had already received more than 100 other abusive letters.



Two hours later on March 7, Mr. Fitts left a dinner party at his home in suburban Monrovia for a short drive to the home of his parents. His usual bodyguard was not with him. As he rounded the corner above a black sedan blocked his way. Two shots were fired, one slicing through his left arm. He managed to drive on.



The bullet which hit Mr. Fitts entered through the windshield and ricocheted into the roof (see arrow). The other bullet missed. Notice the bloodstains on the seat.



Suffering great pain, the District Attorney was taken to a hospital. Although his injury was said to have immobilized his left arm, he was still able to hold a cigarette in that hand.



With Mrs. Fitts at his bedside, he dozed, later roused himself to direct the search for his own assailants. Mr. Fitts has been in the center of many a famous case, sent his predecessor to prison and was tried and acquitted of perjury. Having many enemies besides labor unionists, he did not know whom to suspect.

## GINGER ROGERS AND ALFRED GWYNNE VANDERBILT GIVE A ROLLER SKATING PARTY



In Hollywood a roller skating party was given by Ginger Rogers (left) and Alfred Gwynne Vanderbilt (centre). One guest was Joan Crawford (right).



On a trailer Hostess Rogers pulls Host Vanderbilt, her current favorite, around the floor. Practically the entire movie colony was present. Extraordinary among Hollywood parties, this one was so much fun that few guests got drunk.



Jack Oakie had never been on skates before. Under Ginger's guiding arm, he became expert before the evening was over.



## LIFE ON THE AMERICAN NEWSFRONT: EVERYBODY'S DOING IT



From Palm Beach, Governor Frank Murphy hurried back to Michigan to investigate sit-downs at the Chrysler and Hudson plants. Above, he is about to buy his ticket.



In Memphis, women strikers used a weapon calculated to embarrass both their enemies and police. When non-union workers at the Tri-State Dress Manufacturing Co. tried

to go through a picket line established by International Ladies Garment Union, the strikers tore their clothes off. The woman above has been practically denuded.



In Joliet, Ill., when his car stuck on a muddy street, Frank Peterlin sat down on it, threatened to stay until the City Council promised to fix the road. Said he: "I've been stuck on this road 32 times and every time it's cost me \$2 to be pulled out."



In New Castle, Pa., four girl strikers at the National Pants Co. plant slept snugly in this wooden buggy, used to carry pants around the factory. Having retired at 9 p.m., according to a strikers' regulation, they will be awakened at 6 a.m.





**In Chicago,** Henry Pochujko, a butcher in the Swift & Co. beef cooler, got his pay raised without going on strike. The Big Four packers upped their wage scale 13%.

The technique of the sit-down strike was 13 months old in the United States at the middle of March. During that time it has been proved the most powerful weapon wielded by Labor in many a decade. Sit-down strikes or the threat of them have been almost solely responsible for the victories in the automobile, steel and other industries and the sudden rise of John L. Lewis' Committee for Industrial Organization to a position of at least equality with the old American Federation of Labor. Best evidence of the success of the sit-down technique could be found in the number of users it had in the first half of March. No one knew how many strikes, sit-down or otherwise, were in progress over the nation, but those here shown were fair samples. They ranged from such major industrial tie-ups as the Chrysler and Hudson strikes in Detroit to the motorist's personal strike shown at the bottom of the opposite page.



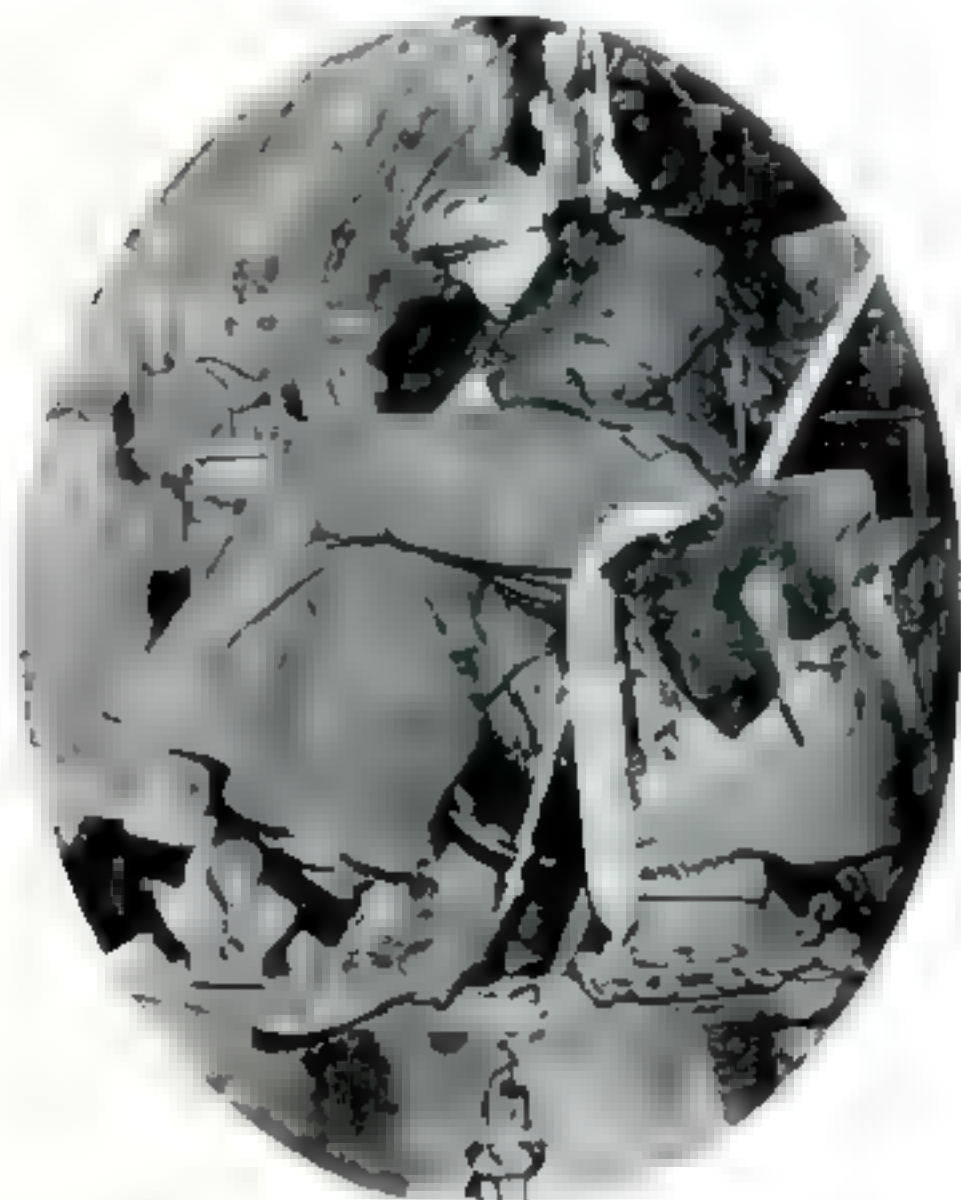
**In Perth Amboy, N. J.,** union barbers sat down in all the non-union barber chairs in town, proclaimed themselves the most comfortable sit-down strikers in the

nation. They kept their hats on to prevent any attempts at barbering them. So successful was the strike that, after a few hours of it, all the non-union shops signed up.



**In Chicago,** a taxi strike called by the new, small Midwest Taxicab Drivers Union made it practically impossible to get a cab. The 30-odd men lined up against

the wall above are pickets who tried to enter a Yellow Cab Co. garage on March 9. A plain-clothes man (left) holds them under his gun while waiting for a patrol wagon.



**In Chicago** a sit-down strike paralyzed the 62 miles of freight tunnels under the Loop business district. Above is a motorman asleep at the switch of his tunnel car.



**In Washington,** the kitchen and dining room staffs of the Willard Hotel struck for union recognition. Loafing above are some of the cooks who used to make griddle

cakes and sausages for Calvin Coolidge. Bellboys lolled in the lounge and waiters sipped milk shakes in the bar. After 26 hours the hotel recognized the union.



## LIFE ON THE AMERICAN NEWSFRONT (continued)



"Insull's Empire" is here being enacted. This scene shows Samuel J. Insull (acted by H. H. McCollum, right) promising riches and luxury to the ecstatic Consumer (acted by Norman Lloyd) at the trifling cost of a few Middle West Holding Company stocks.

Below is a double exposure of the scene in which *Power* explains what a holding company is. In it Utility Tycoon Carmichael (played by Bernard Pate) carries on a dialogue with himself, sells himself worthless stock in subsidiary companies at a big profit.



# POWER

## IS WPA PUBLIC OWNERSHIP PROPAGANDA

**L**iveliest and most aggressive of the WPA's 150 Federal Theatre companies is the one in New York called The Living Newspaper. A year ago it staged potent New Deal farm propaganda in *Triple-A Ploughed Under*. Last summer it traced labor's fight against strike injunctions in *Injunction Granted*. Currently successful on Broadway is its fast and furious polemic for public ownership of utilities, called *Power*. In 33 flash scenes that whirl about the stage in eddies of spotlight, *Power* uses movies, stereopticon slides, 88 actors and a microphone "Voice of the Living Newspaper" to slay the private ownership villains. Above you see one of the opening flashes, in which Thomas Edison (centre) invents the electric light, is promptly besieged by business men of 1878 who wish to commercialize it. As propaganda *Power* is one-sided but effective. As theatre it is exciting and unique. Hence it is sold out almost every night, will probably, like *Triple-A Ploughed Under*, be produced this summer by WPA theatres in Midwest and Far West cities.





The farmer's wife tells the Tennessee Valley farmer who can't get power at his farm to go to the company and "raise holy blazes" till they string wires down his road.



The directors of the bad public utility company hold a board meeting as soon as they hear about TVA. They rise in alarm when the chairman (left) suggests a "good

stiff cut in rates" as the best way to meet Government competition. "We can't do that!" is their immediate answer, but before the final black-out they all vote "Aye."



Papa explains to his little girl that the Government can't make electricity because it isn't efficient. "Why does the Government run the post office?" asks the girl, who concludes that the people are "awfully dumb."

These nine old masks are The Living Newspaper's portrayal of the Supreme Court. Lawyers before them plead the TVA injunction until Power's 81 other actors parade in, shout in unison: "What will the Supreme Court do?"

Senator Norris (played by Burton Mullory) is the hero of *Power*. He makes repeated benign appearances in favor of public ownership, against the bad utility companies.







Mayor LaGuardia looks solemn in photographs only on rare occasions—as above, at funeral of Ambassador Jesse Straus or, as at top, when posing for a formal portrait.



## PHOTOGENIC MAYOR NOMINATES HITLER FOR CHAMBER OF HORRORS

**O**n March 3, Fiorello Henry LaGuardia, the liberal, impulsive photogenic Mayor of New York City, told a group of 1,000 Jewish women that he would like to see, in New York's 1939 World's Fair, a "chamber of horrors" in which the central figure would be a statue of "that brown-shirted fanatic who is now menacing the peace of the world." At this attack on Reichleader Adolf Hitler, the German press broke into a geyser of hysterical vituperation against LaGuardia and the U. S. It called him a "Jewish lout" (LaGuardia's parents were Italian but his mother had some Jewish blood), a "procurer," "gangster," "ape," "well-poisoner" who, "in an orgy of rage," had called in "1,000 Jewish women from the streets" for an audience. The German Embassy promptly protested to the State Department. The latter issued a brief

and formal apology, then turned and made strong protest to the German government against the wild and obscene insults the Nazi press was heaping on almost everything American. LaGuardia's political enemies accused him of making a bid to catch the huge Jewish vote when he comes up for reelection this fall. People who knew LaGuardia felt the remark had been prompted only by his characteristic, loose-tongued habit of blurting out exactly what he felt. LaGuardia was elected as a reform Mayor in 1933. If New York should turn him out of office next November, it would lose not only the most honest and efficient mayor it has had in 20 years but it would also lose a public official whose agile frame, flexible face and unerring theatrical instinct make him, as these pictures show, the best candid camera subject in high U. S. public life today.





**The Mayor is suspicious** at a board meeting. His expressive face is a remarkably clear mirror of his feelings.



**The Mayor asks a question.** Finance has been a major problem for him after a wasteful, grafting Tammany regime.



**The Mayor is doubtful** of the answer. No conscious actor could better this sequence of facial expressions.



**The Mayor tries a gun** while inspecting contraband arms. The most routine job can interest him intensely.



**The Mayor enjoys himself** at an air show. Wartime major in the U. S. air force, he served on the Italian front.



**The Mayor climbs a ladder.** The occasion was a train wreck on the elevated railroad which he went up to in-

spect. He delights in rushing around at all hours in screaming police cars to answer police and fire alarms.



# LAGUARDIA IN ACTION

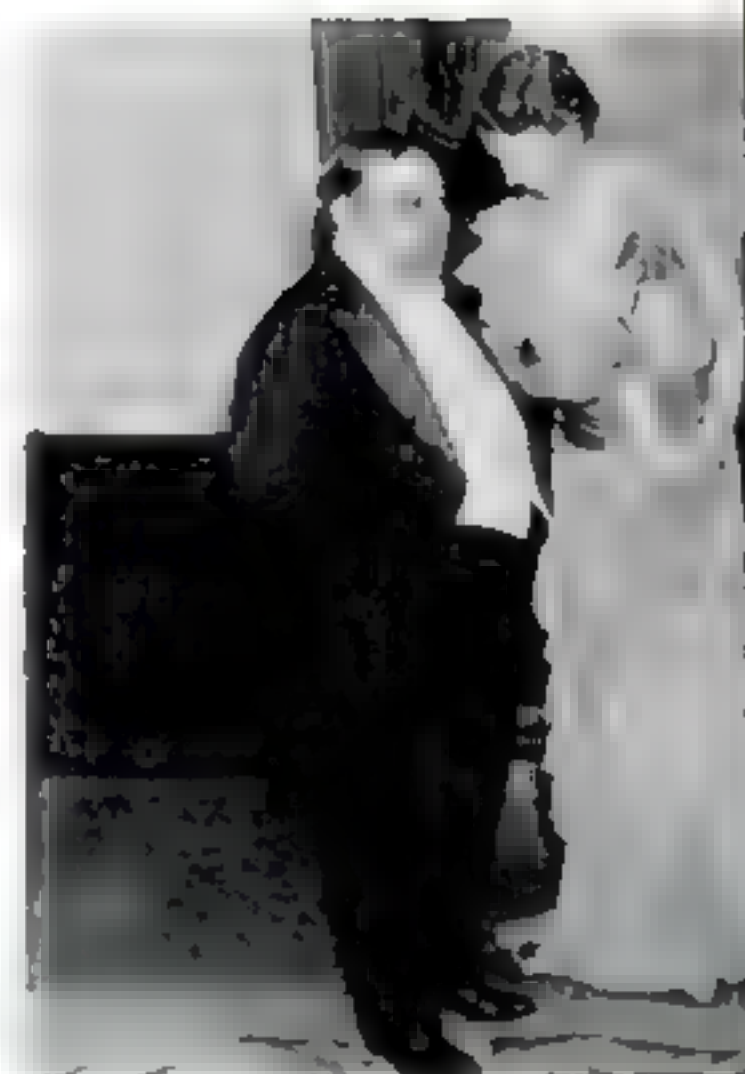
(continued)



The Mayor burns one over to open a baseball season. Not content with lazily throwing the ball out from the grandstand, he got out in the pitcher's box, threw the first ball squarely over the plate.



The Mayor is dwarfed by tall Aviatix Beryl Markham (above, left) and Eleanor Roosevelt (above, right). He is only 5 ft., 4 in. tall, weighs 175 lb. His age is 54.



The Mayor ponders whether the new bus seat he is testing is as comfortable as it should be (above, left), whether (above, right) the umpire hasn't pulled a raw one.

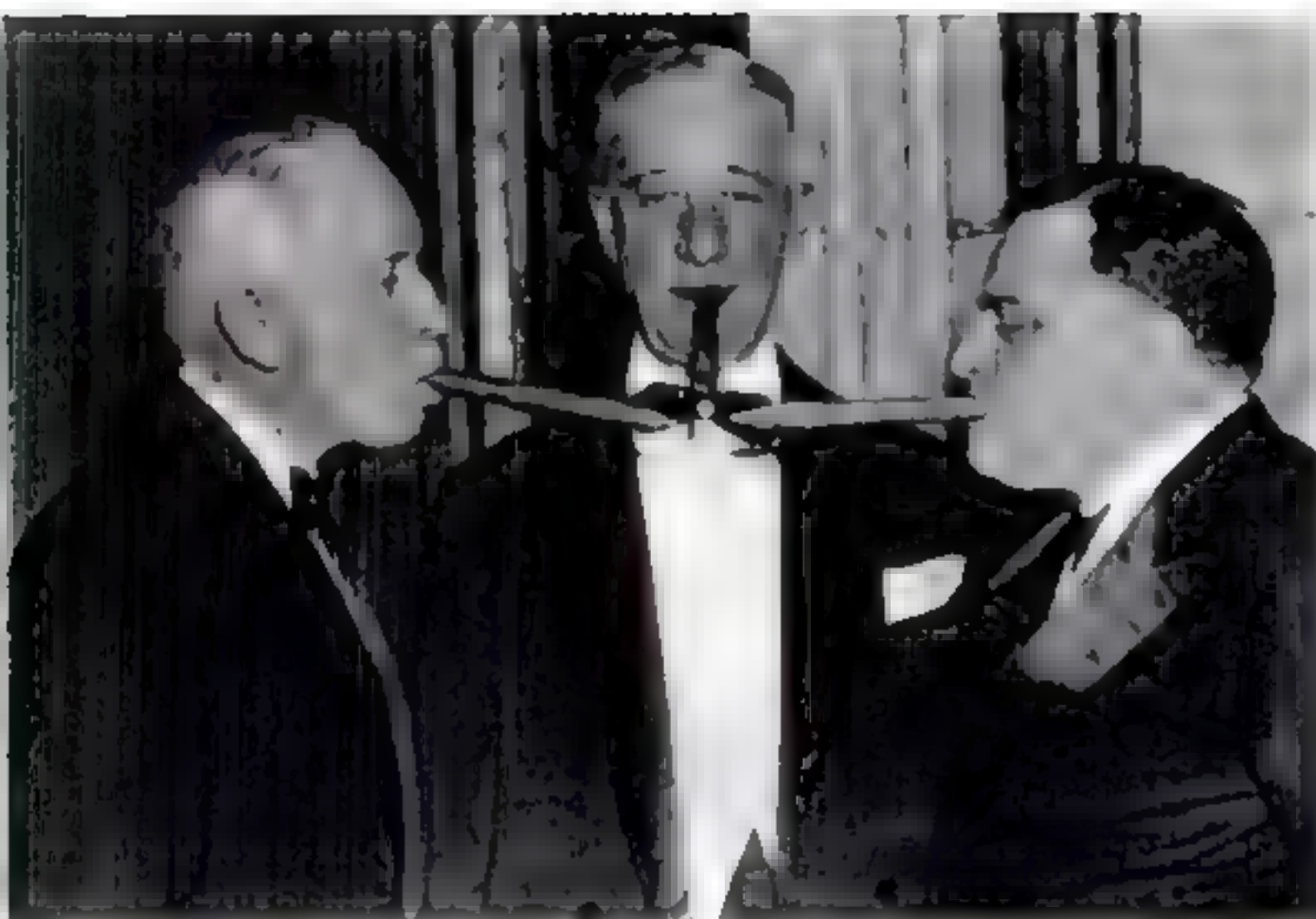


The Mayor shares a secret at an artists' ball. The Nazi press recently belabored art-loving Mayor LaGuardia for sponsoring "idiotic" surrealist art (LIFE, Dec. 14).



The Mayor converses. At left, his words and gestures amuse Albert Einstein. At right, he and another great American camera subject meet in a Manhattan railroad station.





The Mayor can turn the dullest of picture possibilities into amusing ones. Above, he and Harry Hershfield, humorist, light their long cigars from Alfred E. Smith's.

The Mayor is a monkey when it comes to action and agility. At left, he jumps to a raft during an inspection of the site of San Francisco's World's Fair which, in 1939, will compete with New York's.



The Mayor climbs a fence to inspect a new children's playground. He knows his photogenic antics will make a good picture to draw attention to his playground program.





IRVING AIR CHUTES GEORGE WAITE

## AVIATORS OF 38 NATIONS DO THEIR JUMPING IN U.S. PARACHUTES

**O**ldest and largest parachute manufacturer in the world is the prosperous Irving Air Chute Co. of Buffalo, N. Y. Named in honor of onetime Stunt Jumper Leslie L. Irvin (now vice president in charge of British production) the "g" was added through a stenographer's error, was never corrected. Head man in the U. S. office is President George Waite (above) who usually works in his shirt sleeves. A former silk merchant, he aided Founder Irvin in the design of a silk chute which was lighter and better than the old-fashioned cotton type, saw a profitable future in parachutes. Encouraged by a fat government contract for their product, Irvin went to England to invade the foreign field, soon interested all the other European countries. Today, Irving Air Chutes are standard equipment for not only the U. S. Army, Navy and Marine Air Corps but also for the British Air Ministry, Russia, Spain, Japan, Chile, Brazil and 30 other countries. Irving parachutes are also used in commercial, air mail and air line systems all over the world. The foreign business is protected by Lundholm patents (purchased in 1934) which cover the harness and pack in nearly every country so that, in time of war, there will be no lack of supply. Little bothered by competitors, Irving Air Chute controls about 90% of the world parachute market.

At the right, two of the Irving employees are struggling to pull down one of their chutes after a test jump in Buffalo. Ordinarily, parachutes are tested with weighted dummies but on special occasions dare-devil jumpers will risk their necks testing new equipment. Like all the other executives of the company, with the exception of Founder Irvin, President Waite has never parachuted to earth, claims a chute should be used only as an emergency, points with pride to the fact that no Irving chute has ever failed to open.









## IRVING AIR CHUTES BRING \$1,345,418 A YEAR: HOW THEY ARE MADE AND TESTED

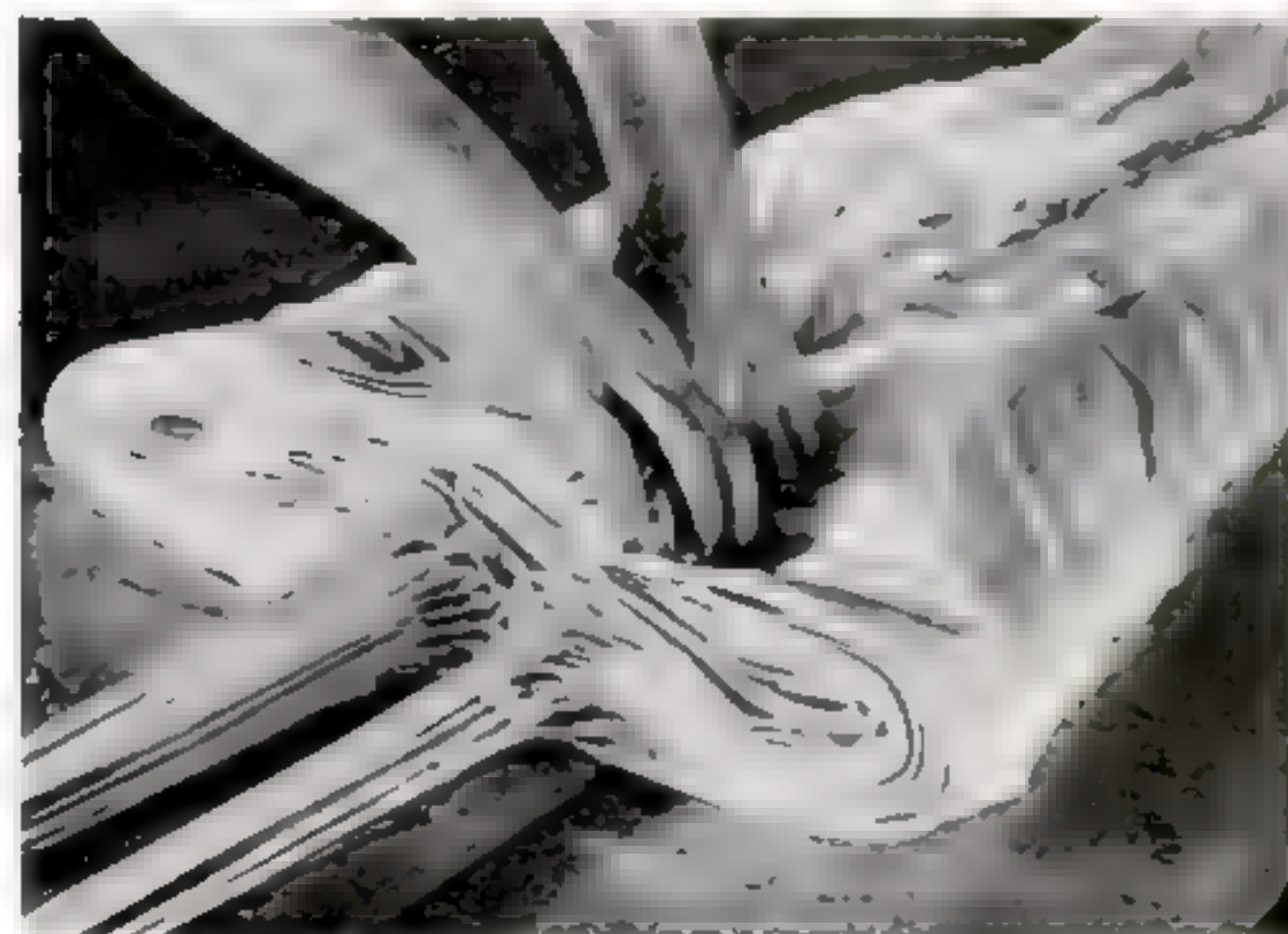
Irving Air Chute's chief asset is its patented folding technique which insures the parachute's opening. Its bias construction gives it more strength than other types and is its distinguishing feature. A 24-ft. Irving chute is made of 24 panels, each manufactured in four sections cut on a bias. Thus if a rip starts it must go across all the threads and will quickly dead end against a seam. All seams consist of four thicknesses of material sewn together with a very strong thread (tensile strength 8½ lb.). When all the seams are joined together, two rows of one-inch silk tape (tensile strength 300 lb.) are put around the top (or vent) of the chute, one row around its skirt. Shroud or ratlines are brought down through each seam but before they are inserted, they must be pulled to a uniform tension. This is done by laying them on a table and pulling them around rollers to a tension of 625 lb., thus assuring an equal pull all over. When completed, each chute is tested twice before packing and numbering. Then it is tested once by dropping it from a plane attached to a weighted dummy that is shaped like the torso of a man. Although no Irving chute has ever failed a man, they sometimes misfire with the dummy due to some mistake in adjusting the release mechanism. For U. S. Government work Irving must use, whenever obtainable, domestic materials. Ordinarily Japanese silk is preferred. Last year Irving used 125,500 yards of silk and a ton of silk thread in filling its orders. Its peak production was 124 parachutes a week, each one worth about \$350. Net sales for 1936 totaled \$1,345,418. Below are shown chutes hung up to prevent molding or sweating. Even after being packed, they must be so aired every two months to avoid decay.



FIRST STEP IN CONSTRUCTING A PARACHUTE. CUTTING ON BIAS



SHROUD LINES SEWED TO HARNESS RINGS BY POWER MACHINES



NEATLY FOLDED (ABOVE) CHUTE IS STUFFED IN HOLDER (BELOW)







Dummies weighing 175 lb. each, with parachutes strapped to their backs, are trucked to a testing plane.



Dummies are hung from the plane roof by a chain, swung out in mid-air and dropped. Chutes open automatically.



A successful jump. The dummy, representing a man, will be brought safely to earth thanks to an Irving chute.

THE PATTERN OF AN IRVING CHUTE. THE SMALL BLACK OBJECT IN THE LOWER RIGHT IS THE "PILOT" CHUTE WHICH SNAPS THE MAIN CHUTE TO A SPEEDY OPENING







A paratrooper prepares to bail out. His right hand clasps the rip cord ring encased in the harness just over his heart.

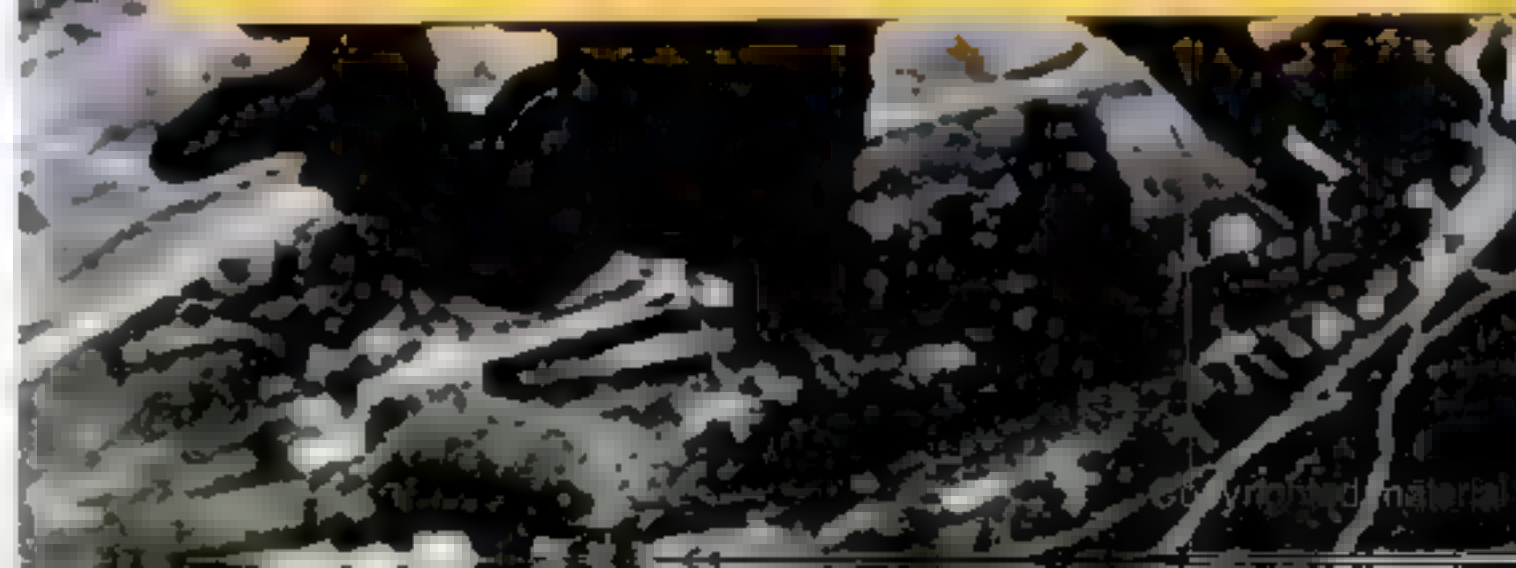


He jumps by simply stepping off into space. He does not hold his breath. To make sure of clearing plane he counts ten while falling.

Then he pulls the rip cord and the chute flutters open. On the left is Putalappen, a German jumper's dog, watching his master leap.



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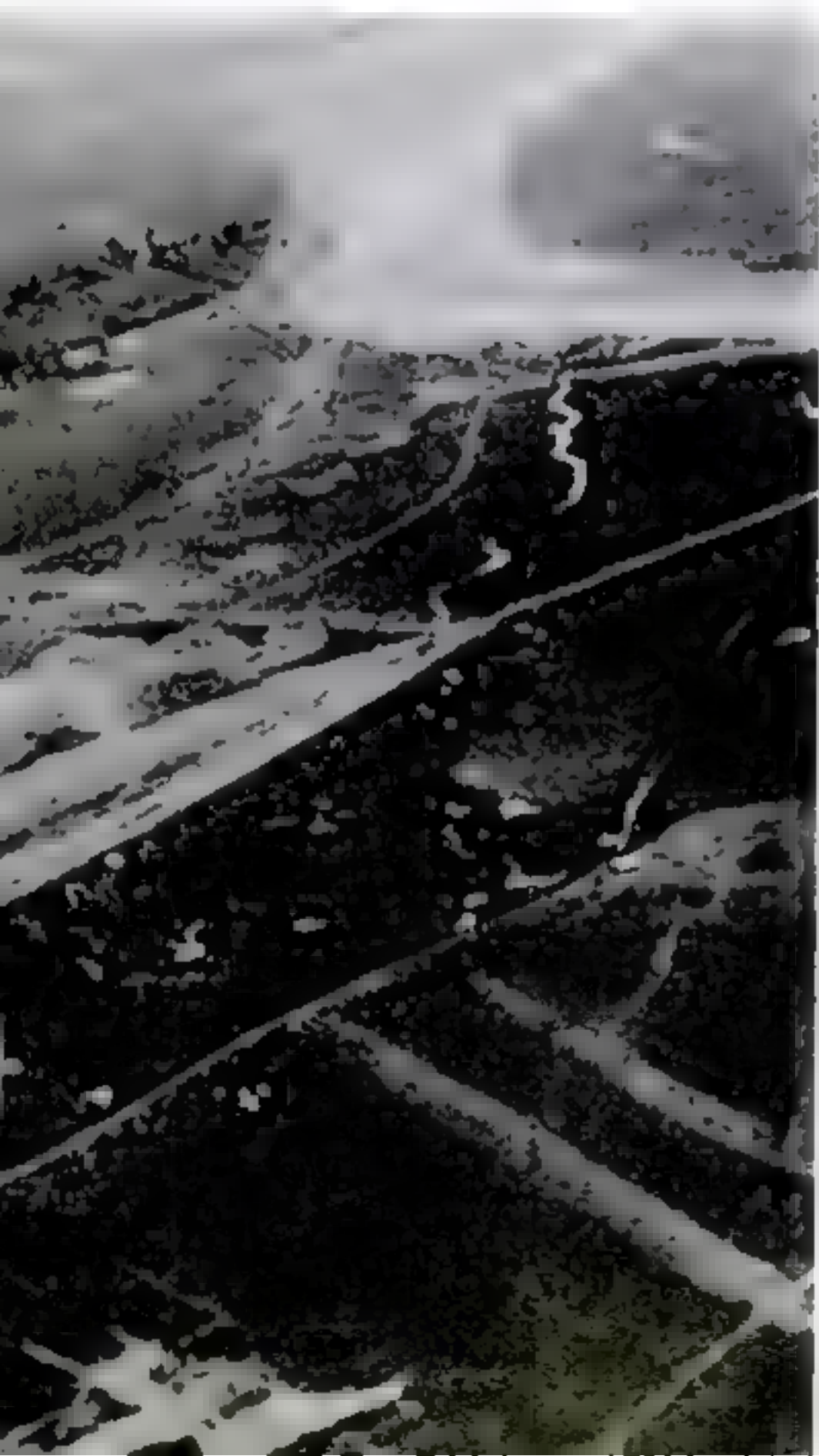
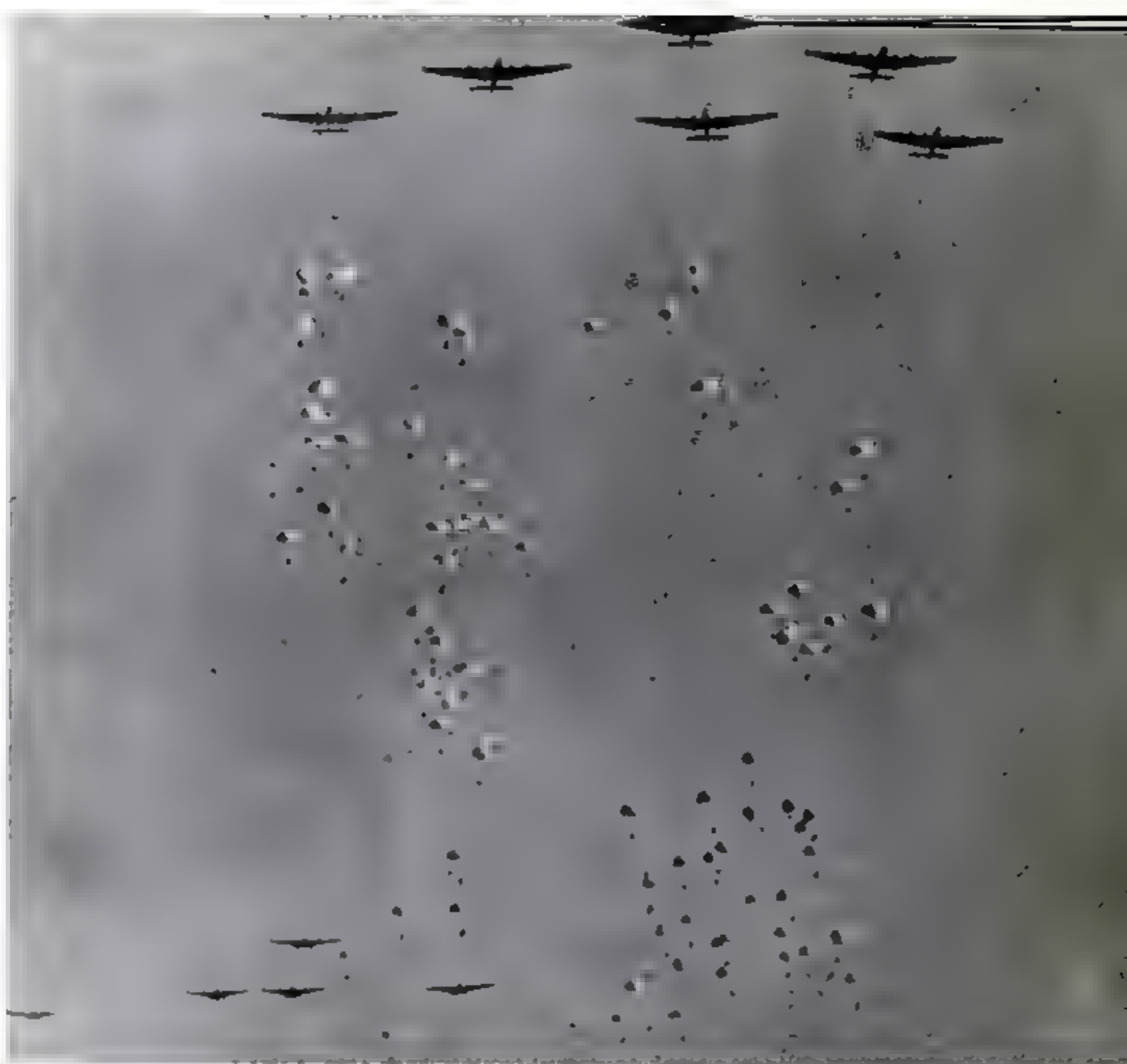


## PARACHUTE JUMPING NOW BECOMES A WAR THREAT

**P**arachute jumping takes a steady hand, a cool head and lots of determination. The first few seconds must be spent in straight falling. The rip cord must not be pulled until the jumper is safely clear of the plane—usually after he has counted ten. The rip cord itself is a ring attached to a light cable which jerks out two cotter pins freeing the flaps of the canvas chute pack. It does not take much of a pull to open. Once pulled, and the chute open, the jumper's descent is abruptly halted and he has the sensation of being pulled up short by the scruff of his neck.

The most dangerous part of jumping is the landing. The experienced jumper always tries to land on his toes with his knees slightly bent. Should he keep his legs stiff or straight, they are liable to be broken by the force of the fall. Once on the ground, his job is to deflate the chute canopy lest it drag him along. To accomplish this he either falls to the ground and worms himself up to the chute or else runs around to get the chute between himself and the wind.

Pictured on the right are two photographs taken at a recent exhibition of mass jumping by members of the Soviet Army. Long recognized as leaders in this sport, Russia now offers a new twist to parachute jumping: employing it as a military maneuver. A squadron of planes (*top*) flies over a theoretical enemy line and drops men and machine guns in parachutes. Landing (*below*), the 1,200 men quickly pick up their 150 guns, advance upon the enemy's rear. Still untested in actual warfare, the stratagem has definite offensive possibilities.







## CHUTE LANDINGS: GOOD AND BAD

(continued)

Jumper Harold Parkhurst nonchalantly takes time to light a cigarette before pulling the rip cord of his parachute.

Wrong way to land from a parachute is demonstrated at the New Orleans air show by Miss Shirley Rauner of Cincinnati.



This young French parachutist is showing the correct way to land. Unlike Miss Rauner (above), he did not get his feet tangled in the shroud lines. He landed feet

first, his knees slightly bent to absorb the shock. Immediately upon touching the ground he allowed himself to fall, thus preventing the parachute from dragging

him across the field. Facing the open chute he is now crawling towards the canopy which he must deflate before attempting to unfasten his parachute harness.



*How hard they play...*  
**THOSE ACTIVE LITTLE ONES OF YOURS!**



**FOR THEM WE MAKE** *New Nucoa* ...  
**THE WHOLESOME "THRIFT SPREAD" FOR BREAD**

**1** *"YES, IT WAS A PROBLEM!"*  
 says Mrs. L. C. Richards  
 of Richmond, Va.

"HOW could I balance the children's diet—and balance my budget too? 'Maybe you've hesitated over margarine,' said a dietician-friend. 'But just try the new Nucoa!'"

**2**

"NUCOA is so different," she went on. "It's a new-type vegetable margarine, churned in fresh pasteurized milk. Good Housekeeping approves it, you know—and the American Medical Association's Council on Foods accepts it. Try it!"

**3**

"SO I BOUGHT Nucoa—and how it did open my eyes! 3400 food-energy calories in every pound—as many as in the most expensive spread for bread! And always so fresh and sweet—from cake to vegetables, all my cooking tastes better!"

**4**

"THE WHOLE FAMILY loves Nucoa! But best of all to me is knowing I'm giving the children such a wholesome source of food-energy three times a day! And every pound I buy not only helps balance their diet, but helps balance my budget, too!"



**NEW NUCOA ... THE WHOLESOME  
 "THRIFT SPREAD" FOR BREAD  
 SAVES YOU UP TO 14¢ A POUND**  
 Churned by the makers of Hellmann's & Best Foods Real Mayonnaise



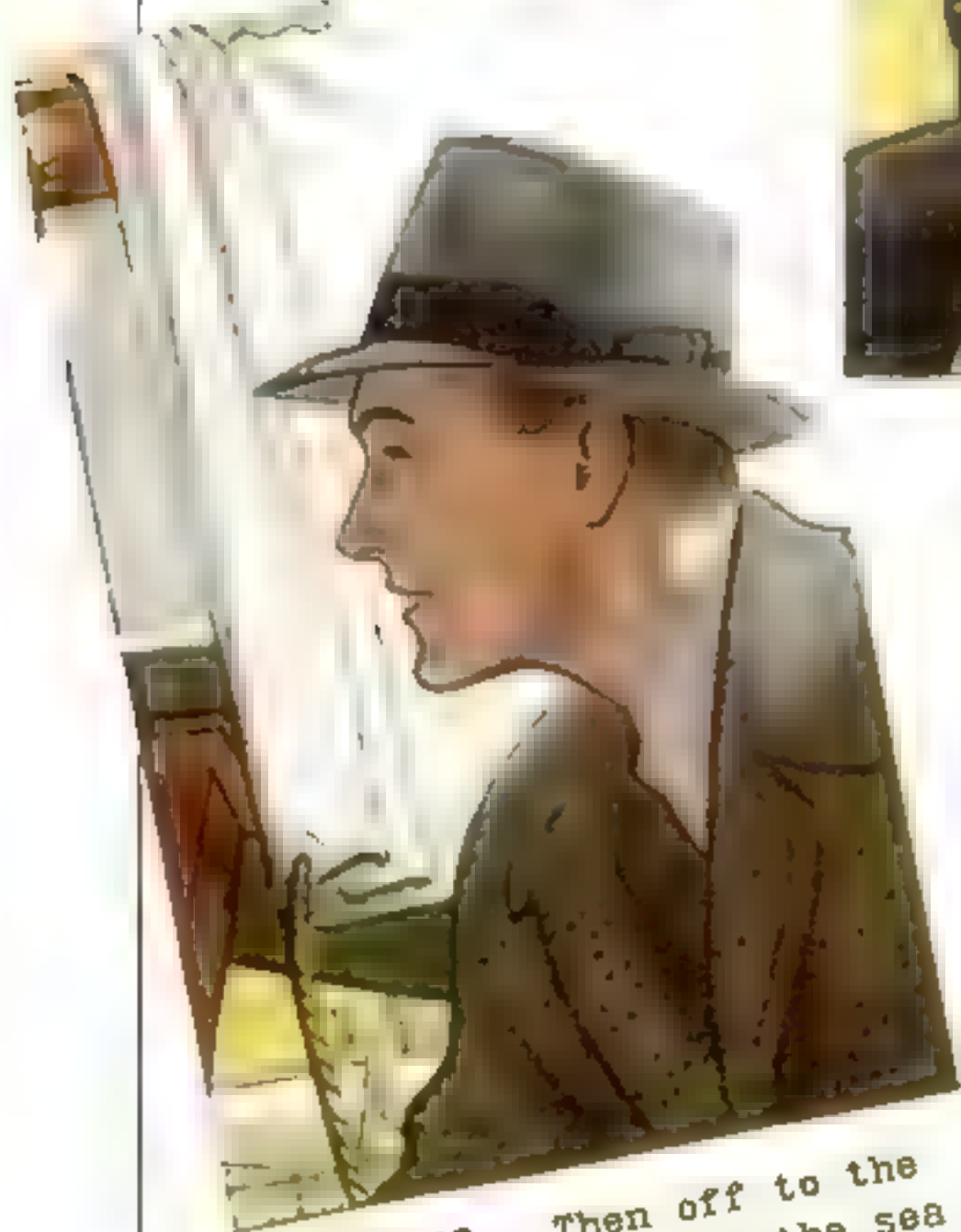
*You'll want all three—*  
for **FORMAL—BUSINESS—SPORTS** wear



**BUSINESS...**Of course you'll need a snap-brim hat. Blossom out this Spring in "Corsair Blue"...Stetson's latest color-hit. "Swing" is the name of this new wider-brim Stetson.



**FORMAL...**For Spring-in-town you'll want a Homburg... particularly Stetson's "Whitlock." Take note of that tapering crown, that contrasting band and binding, and the way the brim curls up and over at the sides. Such fashion points make this Stetson a first choice for formal wear.



**SPORTS...**Then off to the country or down to the sea ...and the sport hat you'll want will have a tapering crown, pinched in front, and a welt-edge brim. It's Stetson's "Brice."

## STETSON HATS

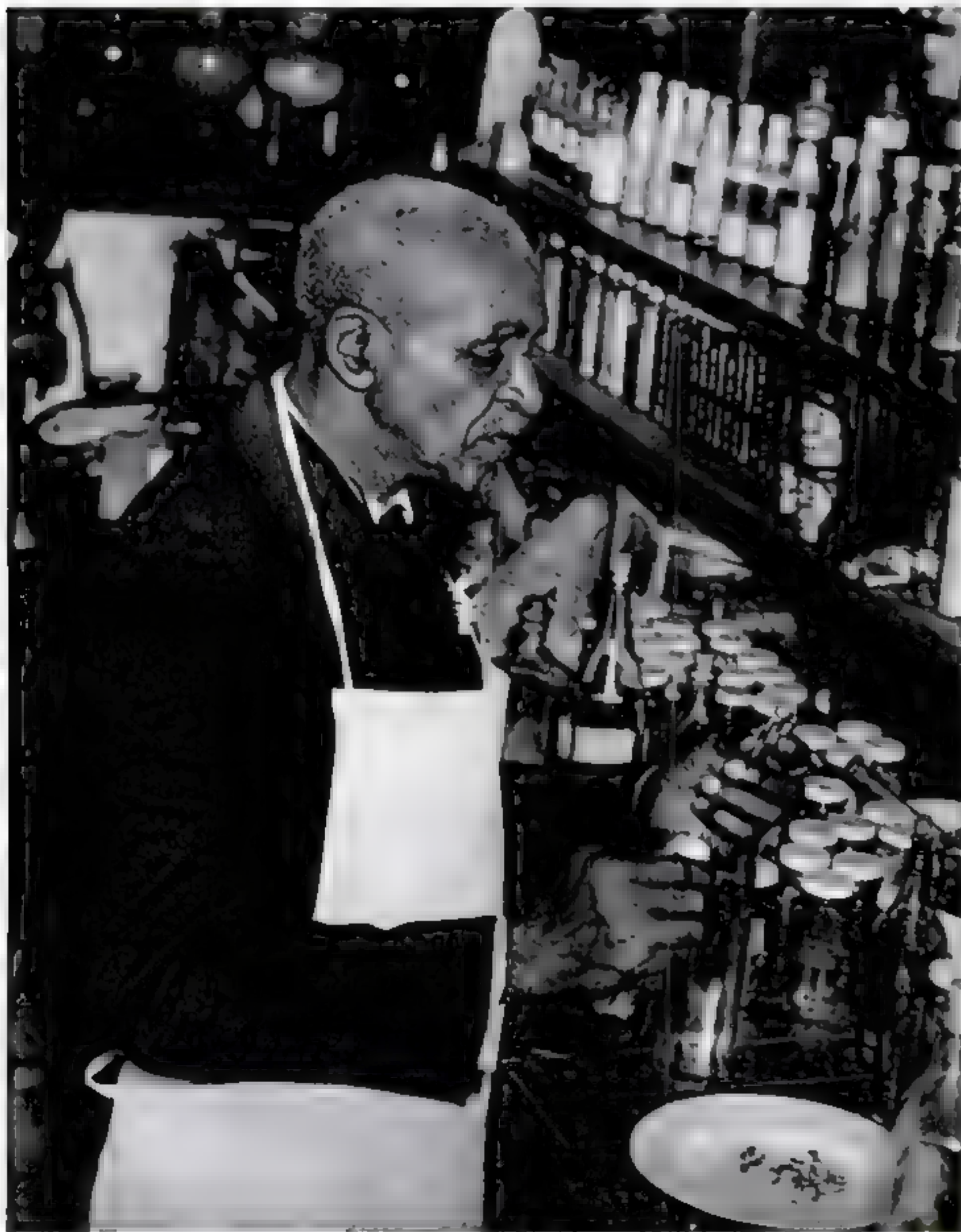
Stetsons, from \$7.50 (unlined, \$7) to \$40 Air-Light Stetsons, from \$5



## SLAVE-BORN NEGRO SCIENTIST IS HONORED IN ALABAMA



Look in *Who's Who* under "C" and you will find this strange item. "Carver, George Washington, born of slave parents about 1864, in infancy lost father, was stolen with mother, who was never heard of again. Was bought from captors for a race horse valued at \$300." Today this stolen slave child is honored as one of the great scientists of the U. S. Farmers look to his experiments with plants to release them from the tyranny of the South's one-crop cotton system. Already Negro Scientist Carver has made from sweet potatoes 118 salable products, ranging from vinegar to shoeblack. From peanuts he has made 285, among them an oil with which he massages the young infantile paralysis victim (left). A bust will be unveiled to Dr. Carver at Tuskegee, Alabama's famed Negro college, as soon as admirers can raise an additional \$1,000 to pay Sculptor Steffen Thomas



With his old specimen case, George Washington Carver goes for a jaunt into Alabama woods to get new plants for his experiments. Back in his laboratory, he will convert them into carpets, rubber or synthetic marble. Since coming to Tuskegee in 1896, he has labored to bring profitable diversified farming to the one-crop South.

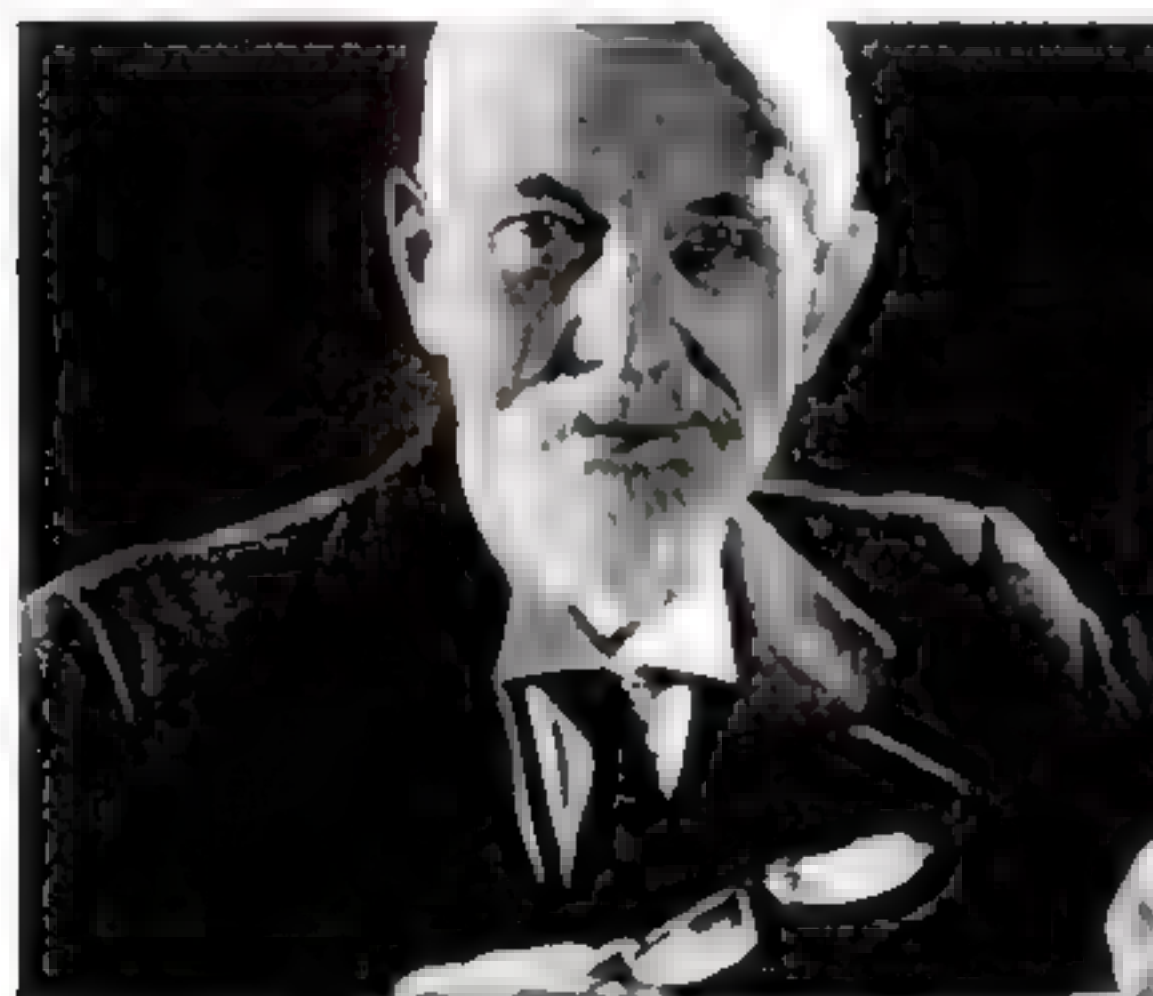
In his laboratory at Tuskegee, Dr. Carver begins a new experiment with the peanuts on the plate to add another to the 285 products he has already extracted from the plant. Among them are milk, candy, pickles, dyes, face powder, shaving cream and linoleum. His hobby is painting pictures with his own peanut-oil paints.



## NEGRO SCIENTIST (continued)



LETTERS FROM INFANTILE PARALYSIS VICTIMS FLOOD GEORGE WASHINGTON CARVER'S WORKSHOP ASKING ABOUT HIS PEANUT-OIL TREATMENT



# How would *your* laxative rate with the doctor?

**Y**OUR DOCTOR is your friend. He wants to help you guard your health. And he is just as careful about *little* matters affecting your welfare as he is about the more important ones.

The choice of a laxative, for instance, may not worry *you*. But it's a definite consideration with the doctor. Before he will give a laxative his approval, he insists that it measure up to his own strict specifications.

The doctor says that a laxative should be: Dependable • Mild • Thorough • Time-tested.

The doctor says that a laxative should *not*: Over-act • Form a habit • Cause stomach pains • Nauseate, or upset the digestion.

And Ex-Lax checks on *every* point! No wonder so many doctors use Ex-Lax themselves and give it to their own families. For more than 30 years, mothers have given Ex-Lax to their children with perfect trust. Today more people use Ex-Lax than any other laxative in the whole wide world.

Next time you are constipated try Ex-Lax. You'll discover that Ex-Lax is mild, is gentle, is thorough. You'll find that no discomfort attends its use. You'll observe that it does *not* over-act or upset you. On the contrary, the complete, gentle cleansing that you get from Ex-Lax will leave you

with renewed freshness—a sense of well-being.

If you have been taking nasty, druggy-tasting purgatives, you'll be delighted to find how pleasant Ex-Lax is. It tastes just like delicious chocolate. Children actually *enjoy* taking Ex-Lax. And it's just as good for them as it is for the grown-ups. At all drug stores in 10c and 25c sizes.

When Nature forgets—  
remember  
**EX-LAX**  
THE ORIGINAL CHOCOLATED LAXATIVE

### **FREE!**

If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax, Dept. NL37, Box 170, Times-Place Sta., Brooklyn, N. Y.





**Y**ou have fire insurance on your home and its furnishings. You maintain this protection as a matter of course, for the simple purpose of preventing possible financial loss due to a common hazard.

But, a loss is a loss, no matter what the cause. Therefore, your protection leaves you vulnerable to the extent that it ignores other hazards that can damage or destroy your

property. Windstorm, explosion, burglary, accident are a few of the hazards that annually cost homeowners millions of dollars.

If you take the trouble to look into it, you will be surprised how little more it will cost to enjoy all-around protection. There is a North America policy for practically every hazard that threatens your home. And, there is a North America

Agent in your vicinity who, without obligation, will gladly advise you regarding the most effective and economical set-up for your needs. Consult him, or your broker, as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

**North America Protection** includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

**RESIDENCE CONTENTS** covers damage to household furnishings by fire or other specified hazard.

**SUPPLEMENTAL CONTRACT** covers damage by explosion, windstorm, hail, riot & civil commotion, falling aircraft and "wild" motor vehicles.

**RENTAL VALUE** pays the rental value of home while being made habitable following damage by fire or other specified cause.

**BURGLARY** covers loss and damage to property by burglary or attempted burglary.

**OWNERS, LANDLORDS & TENANTS LIABILITY** covers claims for injuries to the public sustained on the premises.

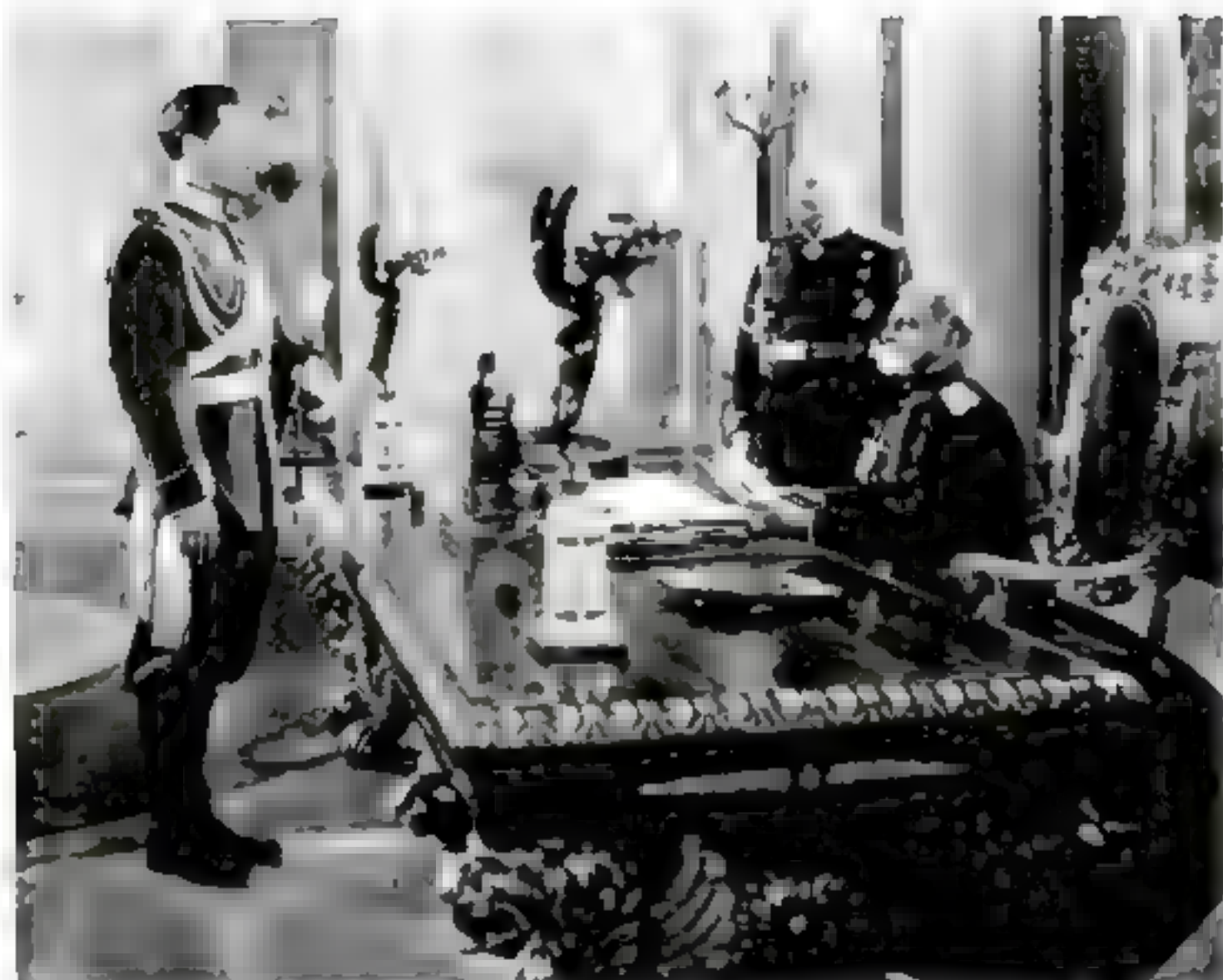
# North America Agents

A Nation-wide Group representing INSURANCE COMPANY OF NORTH AMERICA, Philadelphia • Founded 1792



## MOVIE OF THE WEEK:

# *The Soldier and the Lady*



Before his Tsar, Alexander II of Russia, stands Captain Michael Strogoff as the picture opens. "This letter and this plan of action must be delivered to my brother Vladimir, the Grand Duke," says the Tsar. "Now go, Michael Strogoff for God, for Russia and for the Tsar." Responds Strogoff: "For God, for Russia and for the Tsar."

**T**he *Soldier and the Lady* is RKO's name for the famous adventure story, *Michael Strogoff*, which was written as a novel and later as a play by Jules Verne. As a play, it was the most extravagant sort of melodrama, immensely popular at the end of the 19th Century. Its great success was on the road, where audiences gasped at its fierce battles, conflagrations and Oriental orgies. Now transcribed to the screen by RKO the story of Michael Strogoff is still an extravagant melodrama, still rattling good entertainment. For the role of Michael, RKO imported an Austrian actor named Anton Walbrook who plays the part with the necessary gusto. RKO also bought a French version of the film and took over most of the spectacle scenes intact, thus saving itself a lot of money and incidentally acquiring the services of the Bulgarian Army, which impersonates the Russian Army.

The picture opens in 1870, with the Tartar tribes of Siberia supposedly in revolt against the Russian Empire. Led by a renegade Russian officer named Ogareff, they have isolated a Russian army under the Grand Duke Vladimir. Michael Strogoff, a young Army captain, is chosen by the Tsar to take a message to the Grand Duke. He performs such prodigies of valor that it seems a shame there is no longer any people whose patriotism it will stir.



A MOTHER AND CHILD COWER IN THE STREET AS TARTAR HORSEMEN BENT ON DESTRUCTION SWEEP INTO A SIBERIAN TOWN





FOUR TARTAR CHIEFTAINS



TARTARS AT WORK: THEY PLOT THEIR RAIDS ON THE TSAR'S TROOPS

The Tartar camp above and the Tartar frolic below are based almost entirely on imagination. The movie producers felt free to use their fancies because Jules Verne, in writing the story, relied almost entirely on his. Though tricked out with plausible dates and names, *The Soldier and the Lady* has only the flimsiest historical basis. By 1870, when the story takes place, the Tartars had settled down in Siberia as peaceable farmers. They took their names from one of the fierce Mongolian tribes which swarmed over Europe from the 13th to the 18th Centuries, under the great Jenghis Khan and his successors. But their blood was more Turkish than

Mongolian. What minor uprisings took place among them in the 19th Century were not such as to disturb the Tsar's peace of mind.

Since authentic Tartars are rare around movie studios, RKO made Tartar chieftains out of the four actors whose faces appear at left. The top face belongs to one Constantine Romanoff, a German who used to be a wrestler under the name of "Ali Hassan, the Terrible Turk." The third face is that of St. George Blagoy, a onetime sailor in the Imperial Russian Navy, whose success as a minor character actor springs from the fact that he lost all his hair during a gas attack in the war.



TARTARS AT PLAY: THEY CELEBRATE A VICTORY WITH GIRLS AND MUSIC



THE SOLDIER AND THE LADY (continued)



The chief torturer of the Tartars is bribed with a string of pearls to spare Strogoff's eyesight. The lovely briber (Margot Graham) is a spy whose life Strogoff saved.



After the torture Strogoff lies supposedly blinded at the feet of Ugareff (right). Actually the bribed torturer has laid his white-hot sword across Strogoff's forehead, not his eyes.







The Russian Army is impersonated in *The Soldier and the Lady* by the Bulgarian Army. Part of it appears above and at the bottom of the opposite page, where it is being routed by Tartar cannon.



A river of flame menaces the palace at Irkutsk, as the result of a Tartar stratagem. The Tartars opened oil tanks into the river above the city, set the oil afire, let it float down the river.



On the palace floor at Irkutsk, Michael Strogoff (on top) and Ogareff wrestle to the death.

Mortally wounded, Ogareff, the renegade Russian who has led the Tartars, staggers from the palace where he and Strogoff have fought.



Strogoff's great moment comes as he proudly proclaims to the Grand Duke: "That is Ogareff. I am Michael Strogoff, the courier of His Imperial Majesty, the Tsar."

Amid imperial splendor, Michael Strogoff gets a hero's welcome (right) in the Winter Palace at St. Petersburg.

Michael Strogoff's journey takes him 4,500 miles, from St. Petersburg to Irkutsk, in remote south central Siberia. Savage Tartars beset his every step, attacking him on foot, on horseback and most spectacularly in war canoes. The Tartar chieftain, Ogareff, also sends a beautiful Russian spy to steal the Tsar's message from him. Strogoff saves the spy from a bear and,

when he is captured by Ogareff, the grateful spy bribes the torturer to spare his eyesight (see opposite page). At length, as the Tartars are besieging Irkutsk, Strogoff comes face to face with Ogareff in the most improbable place, the Grand Duke's palace (see left). He kills the Tartar chieftain, delivers his message, and returns as a hero to the Imperial Court (below).

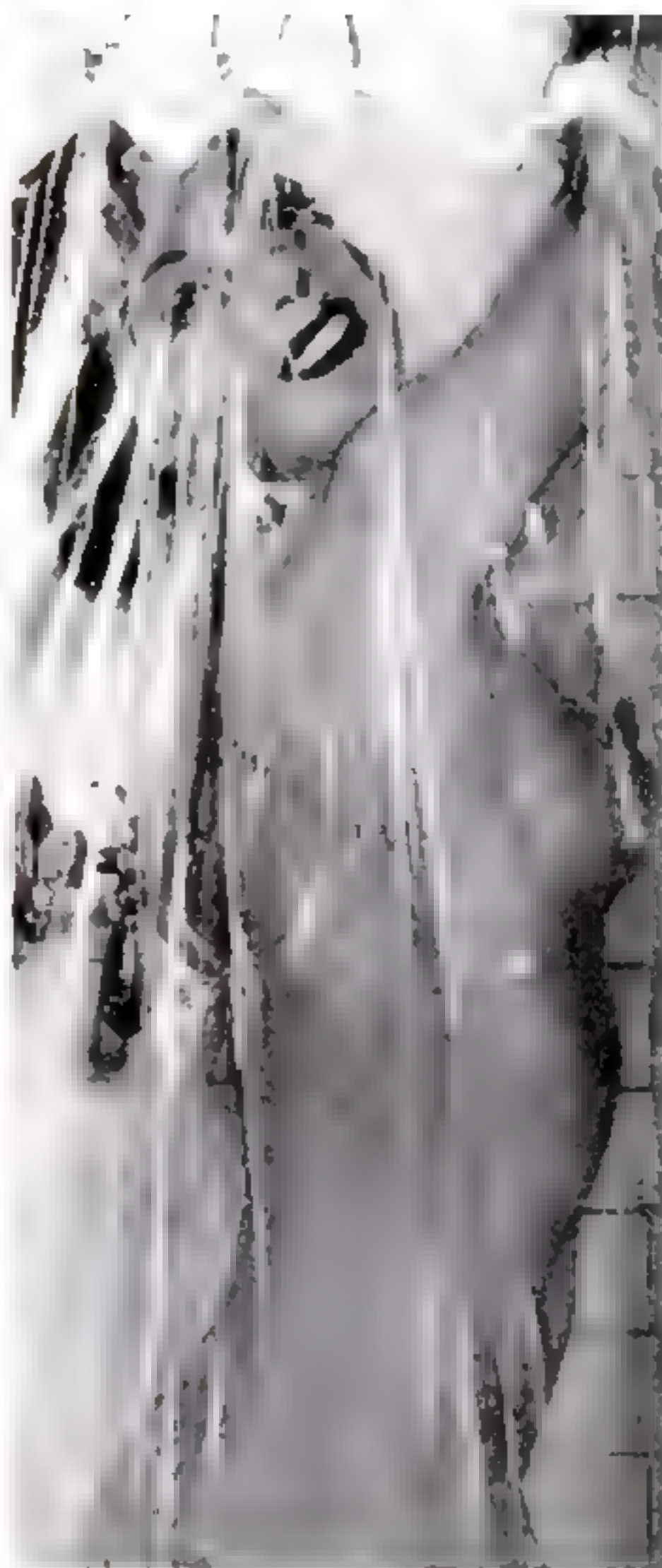




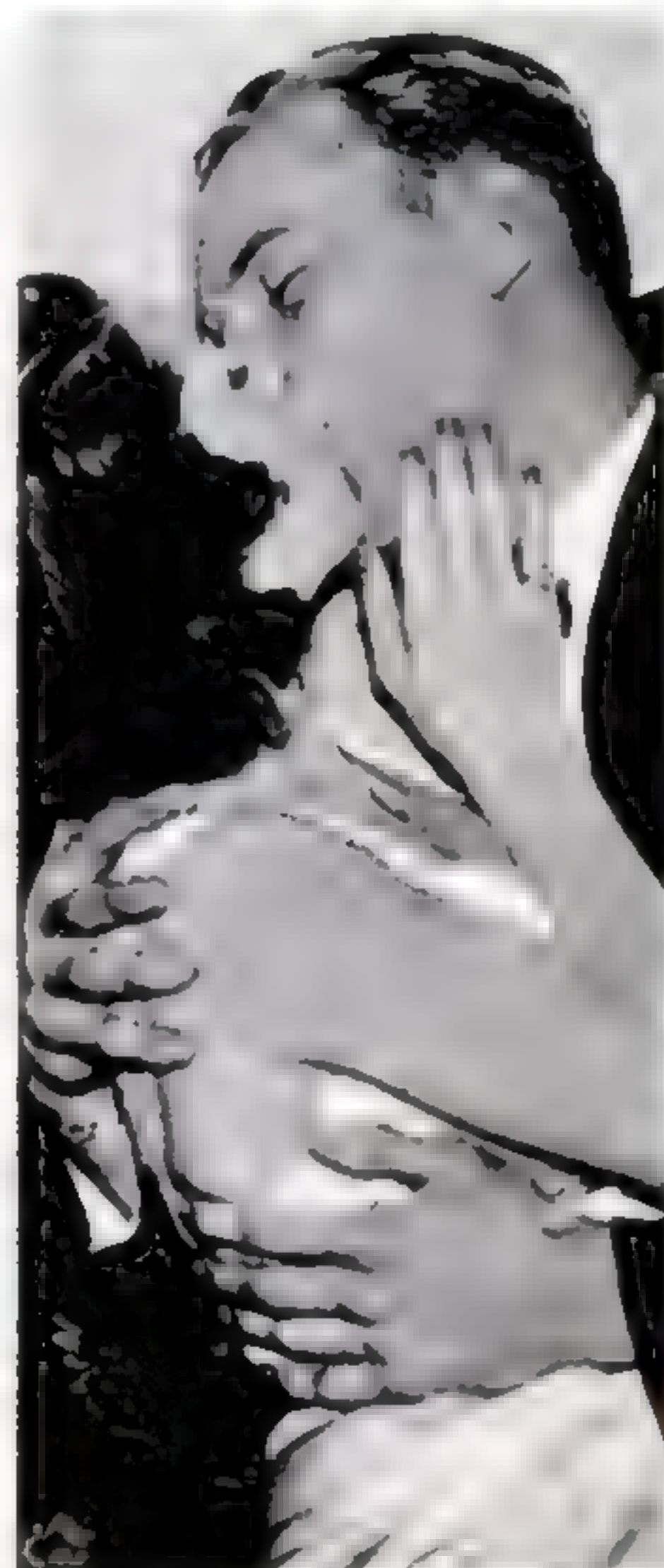
## "A DAY IN THE LIFE OF A COED": SUCH COLLEGE HUMOR SHOCKS DRAKE UNIVERSITY



Fascinated by her studies Heloise Martin, a Drake junior, jots down copious notes on the professor's lecture.



Here is Heloise taking her brisk morning shower. As a coed at Iowa's Drake University, she majors in psychology.



A good-night kiss is what Heloise gets from her admirer and college mate, "Bus" Bergmann, Drake footballer.



A black eye is what Dan Anderson got from Bergmann for his fresh caption on Heloise's picture in Drake's paper.

On this page you get a brief glimpse of a typical college day of Junior Heloise Martin at coeducational Drake University in Des Moines, Iowa. When the April issue of *College Humor* appeared with the three pictures above, plus several others, Drake went into a dither of excitement. Shocked at such publicity, the University authorities at first thought of expelling Miss Martin but later changed their minds on learning that a member of the University's publicity bureau had co-operated with the photographer in an effort to show "a day in the life of a coed." Junior Martin, who is a member of the Student Council, chairman of the School Social Committee, a sister in Delta Gamma, a close friend of Drake Dean of Women Carrie Cubbage, and a popular figure on the campus, prepped for college as a specialty dancer in the chorus of Manhattan's Hollywood Restaurant, was persuaded to enter Drake by Rudy Vallée. She complains that in the shower-bath picture a close-fitting acrobatic suit she wore was eliminated by retouching.



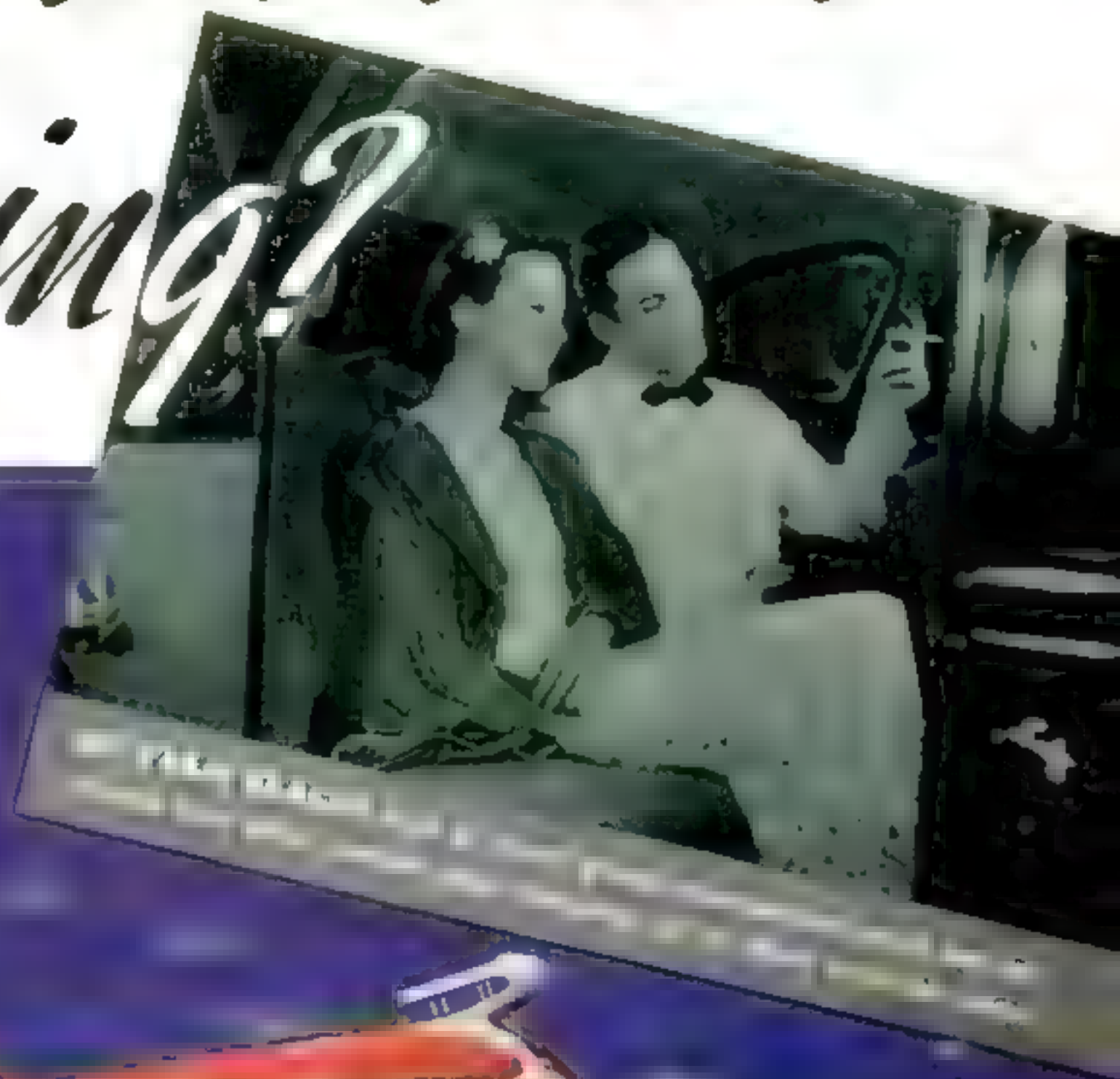


Seagram Distillers Corp. Executive Offices, New York

*A Fine Imported Whisky as Enjoyed in the Home of* **MR. MORGAN BELMONT**



# Has Nash Started a new Vogue in Motoring?



from Actual Photograph of Nash Ambassador Six 4-Door Sedan with trunk

The swing to Nash grows stronger . . . thousands realize it's no longer smart to be too thrifty . . . when you can get such big cars for so little more than small cars cost!

● A few years ago it was the "style" to scrimp and save on the family automobile. But not this year. Thousands are getting out of the "small car" class. They are changing to Nash . . . stepping out in style again!

And never before have such big cars cost so little. The Nash LaFayette-"400" is a great big 117-

inch wheelbase car . . . much bigger than any of "all three" small cars. But compare prices on the 4-door sedan models. *You'll be astonished!* This big Nash costs just a few dollars more.

The Nash Ambassador Sixes and Eights are the last word in luxurious motoring. They're powered with "Twin Ignition" engines.

And all Nash cars give you oversized hydraulic brakes, strong steel bodies, wide seats, extra head-room and legroom—plus those vital engineering features that make Nash cars run smoother and "sweeter" for years.

Go to your Nash dealer. See how much more Nash gives you for your money. Then you'll know why thousands are changing to Nash.

**ON THE AIR!** Floyd Gibbons as Master of Ceremonies with Vincent Lopez and Orchestra. Famous guest stars! C. B. S. stations coast to coast every Saturday, 9 P. M. EST. Tune in!

## NASH

**DELIVERED PRICES!** Get Nash delivered prices. Compare with others. See how Nash saves you money. Delivered prices throw a new light on the remarkable value Nash is offering this year. Easy budget plans. Terms low as \$28 monthly. Automatic Cruising Gear available on all models at slight extra cost.

### 1937 X-RAY SYSTEM NOW READY!

The first complete summary available to the public of all the facts about all the new cars. Reveals some astonishing differences in cars of the same price. See it at any Nash showroom. Buy with your eyes open this year!

ASK ABOUT THE CONVENIENT TERMS AND LOW RATES AVAILABLE THROUGH THE NASH-C. I. T. BUDGET PLAN

**NASH LAFAYETTE-"400"**  
117-inch wheelbase

**NASH AMBASSADOR SIX**  
121-inch wheelbase

**NASH AMBASSADOR EIGHT**  
125-inch wheelbase





## JUDAS GOAT LEADS SHEEP TO SLAUGHTER

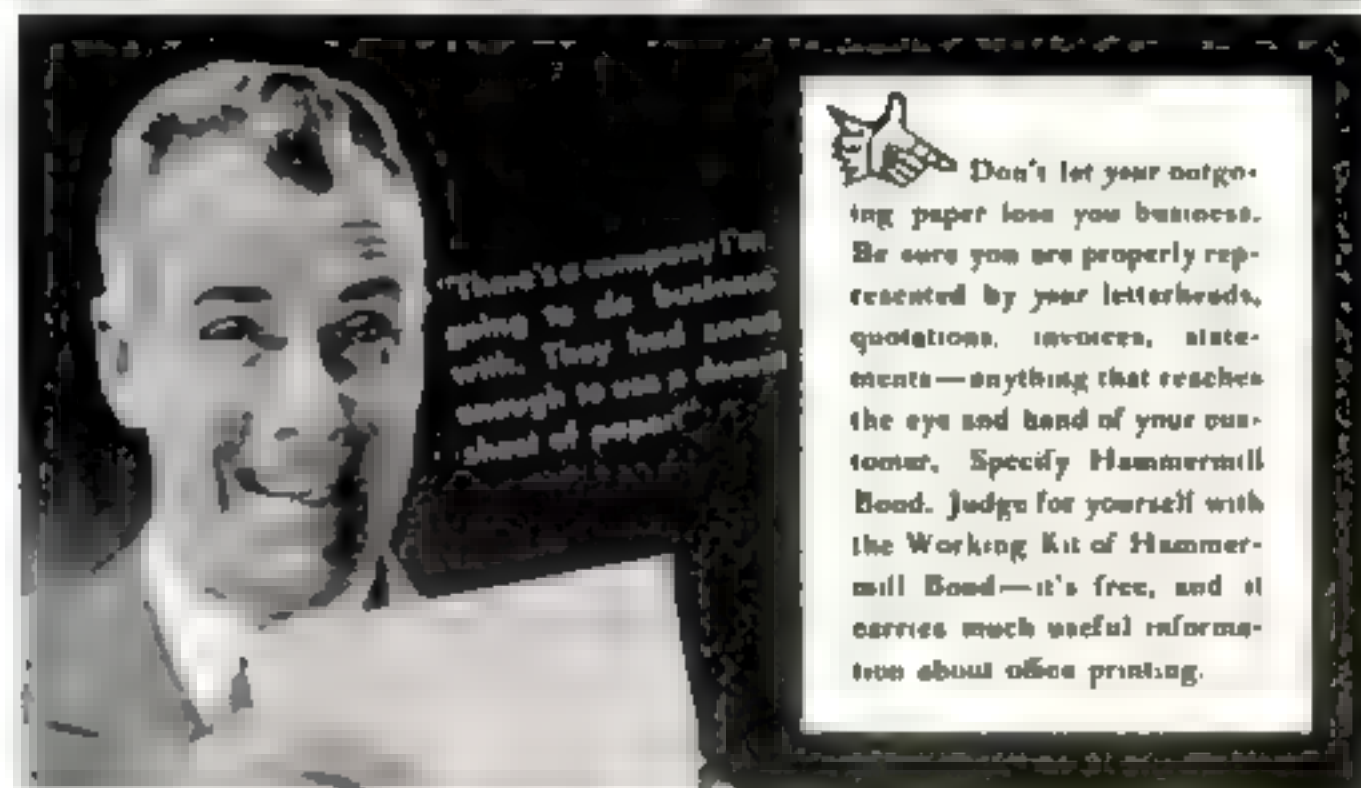
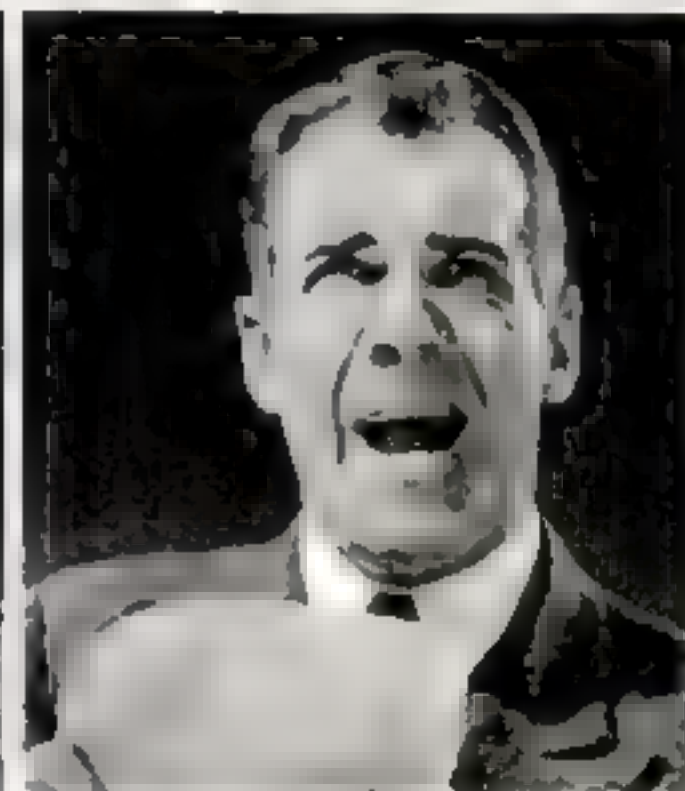
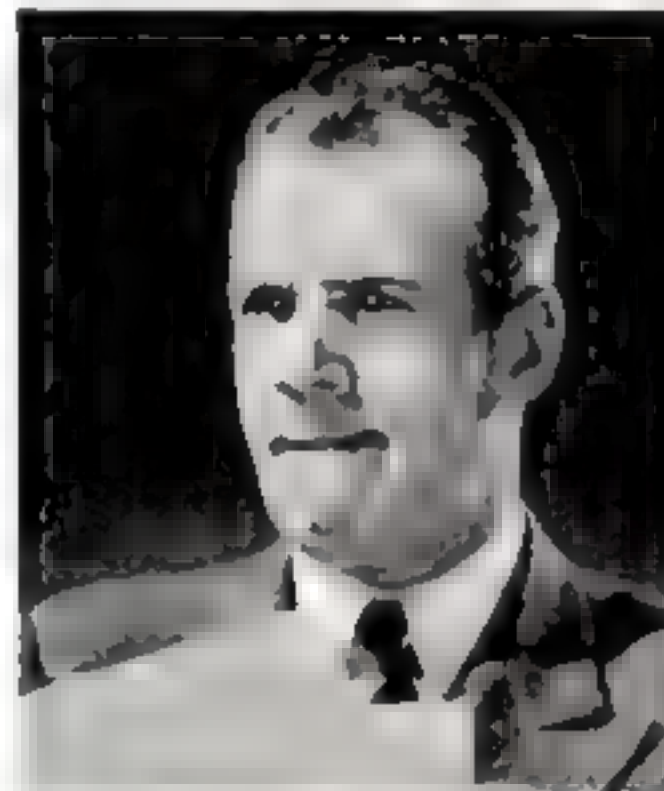
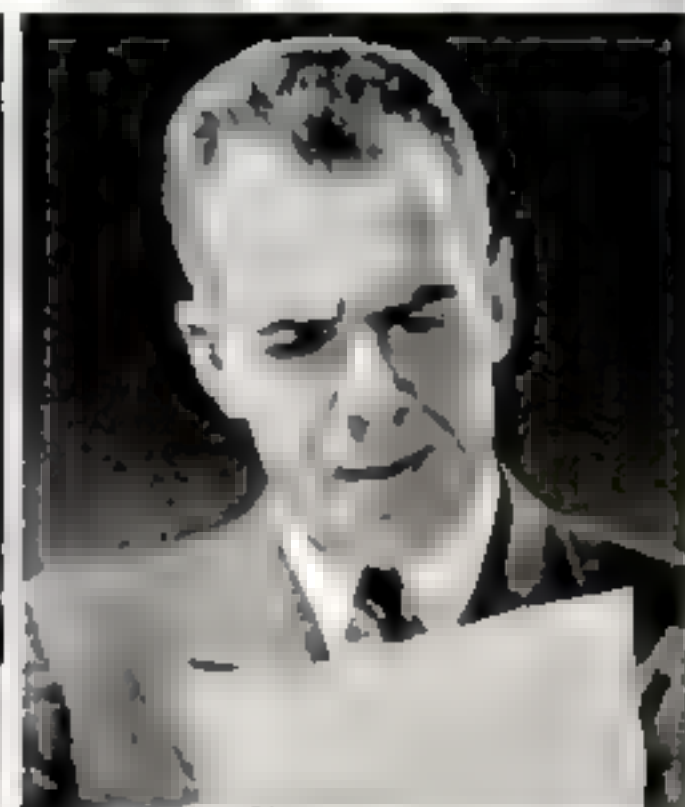
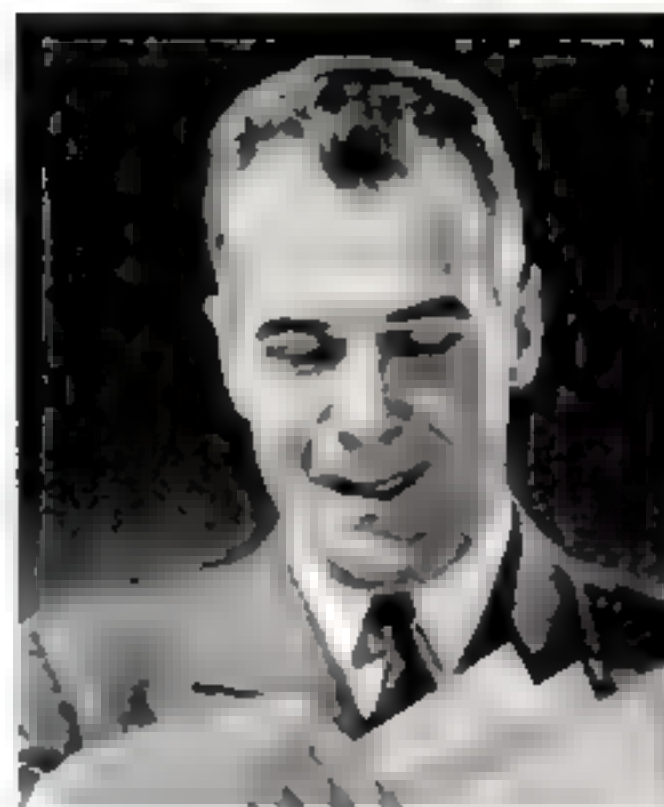
Pictured above is Red, famed Chicago stockyard Judas goat, whose job is to lead sheep to slaughter. Long aware that sheep will follow goats—or another sheep—stockyard operators train Judas goats to lure a herd from the storage pens to the abattoir. Once the herd is inside the slaughter house, the Judas steps aside, returns to the open air for a fresh flock. Like Red, all Judas goats must be tall, white (sheep will not follow a black goat), fast-stepping and even-tempered. They are trained for their job with balers, take only a few days to acquire their routine. In a day they may lead up to twelve herds to their doom. They keep their jobs until they get hoof trouble or become too fat to step nimbly, are then pitilessly retired.



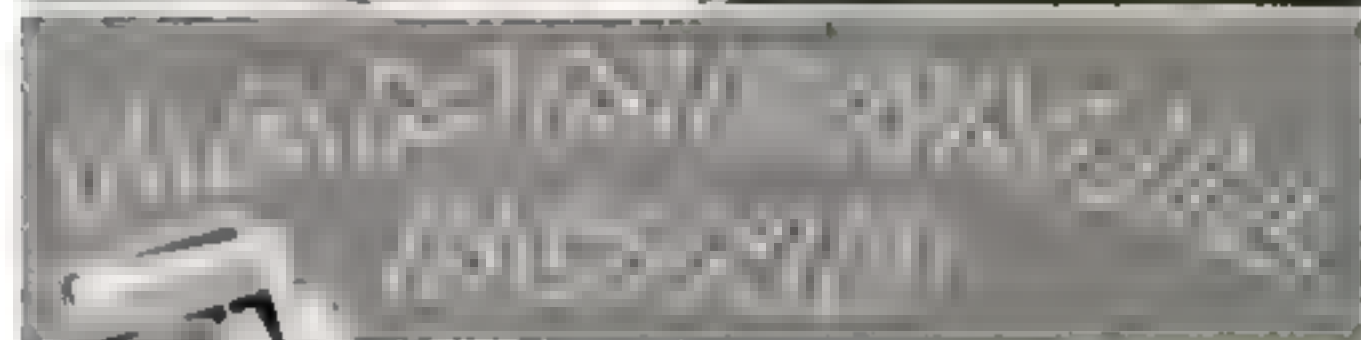
**Red at work.** Proudly he leads a pack of 250 sheep up the stockyard ramp to the abattoir. Assuming that this Judas goat makes ten such trips a day and lasts ten years, he will have led well over 5,000,000 victims to their end.

## Picture of your prospect going through his morning mail

*Interest...doubt...rejection  
...approval—what reaction  
does your letter create?*



Don't let your outgoing paper lose you business. Be sure you are properly represented by your letterheads, quotations, invoices, statements—anything that reaches the eye and hand of your customer. Specify Hammermill Bond. Judge for yourself with the Working Kit of Hammermill Bond—it's free, and it carries much useful information about office printing.



HAMMERMILL PAPER COMPANY, Inc., Pa.

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Gentlemen: Please send me, without charge or obligation, your Working Kit of letterheads, printed forms and envelopes, including actual designs and proved methods of putting paper to work. (Students and outside U.S. 5¢ post)

Name \_\_\_\_\_

Position \_\_\_\_\_

(Please attach coupon to your business letterhead)

LOOK FOR THE WATERMARK

IT IS OUR WORD OF HONOR TO THE PUBLIC



## PORTRAIT OF A CHAIN GANG

Georgia convicts face camera for first time

So unsavory has been the reputation of Southern chain gangs in novel, narrative and movies, that wardens have scrupulously kept photographers outside their stockades. Last month Bibb County, Ga. put its 120 convicts on a 44-hour week. Proud of this humane change, Bibb County officials permitted an Associated Press photographer to take these pictures of its chain gang. His leg irons preventing a runaway escape, the prisoner below is eating a meal of corn pone, beans and fatback. Turn page to see how unruly convicts are punished.



A long drink from the camp water bucket tastes good to this Bibb County chain ganger who has acquired a mighty thirst by eight hours' hard work with pick and shovel under a hot Georgia sun.



ARMED WITH PICK AND SHOVEL, THE CHAIN GANG HIKES DOWN THE RAILROAD TRACK EARLY IN THE MORNING FOR EIGHT HOURS OF ROAD WORK.



# "LET'S TAX THE SMITHS AND THE JONES, THE KELLYS AND THE COHENS"



**KILL THIS TAX!** Selfish interests want Congress and state legislatures to pass laws to put an additional tax of five to twenty cents on every pound of margarine.

The old lobby is still at work.

Selfish interests are putting on the pressure in Washington and State Capitals to place an additional tax of from five to twenty cents a pound on margarine.

You'll be interested in that Mrs. Smith. So will you Mrs. Jones, Mrs. Kelly and Mrs. Cohen.

Make no mistake about it. These proposed taxes are aimed squarely at your pocketbooks!

Why do certain interests want margarine taxed so heavily?

That's easy enough to answer.

Margarine sells in the price range of those who cannot afford the price of butter.

The theory is that by taxing margarine, they will force you to consume more butter.

Now we believe wholesome margarine has just as much right to its existence as butter.

Its food-energy value is exactly the same as butter: 3400 calories to the pound. It is a wholesome, nutritious, and palatable food.

No one needs to apologize to anybody for using wholesome margarine. It is a nutritious

and delicious spread for bread, an excellent and an economical fat for cooking.

It is used daily in millions of homes, through preference, or necessity, for its economy and its excellence as a food.

Please do not misunderstand us, Mrs. Smith, Mrs. Jones, Mrs. Kelly and Mrs.

Cohen; we haven't a thing to say against butter. The average American doesn't get enough fat in his diet.

But we do hold that it is un-American and unfair to tax one good food product merely as a subterfuge to increase the sale and price of another good food product.

Margarine, through federal and state license fees and taxes is already heavily over-burdened with taxation.

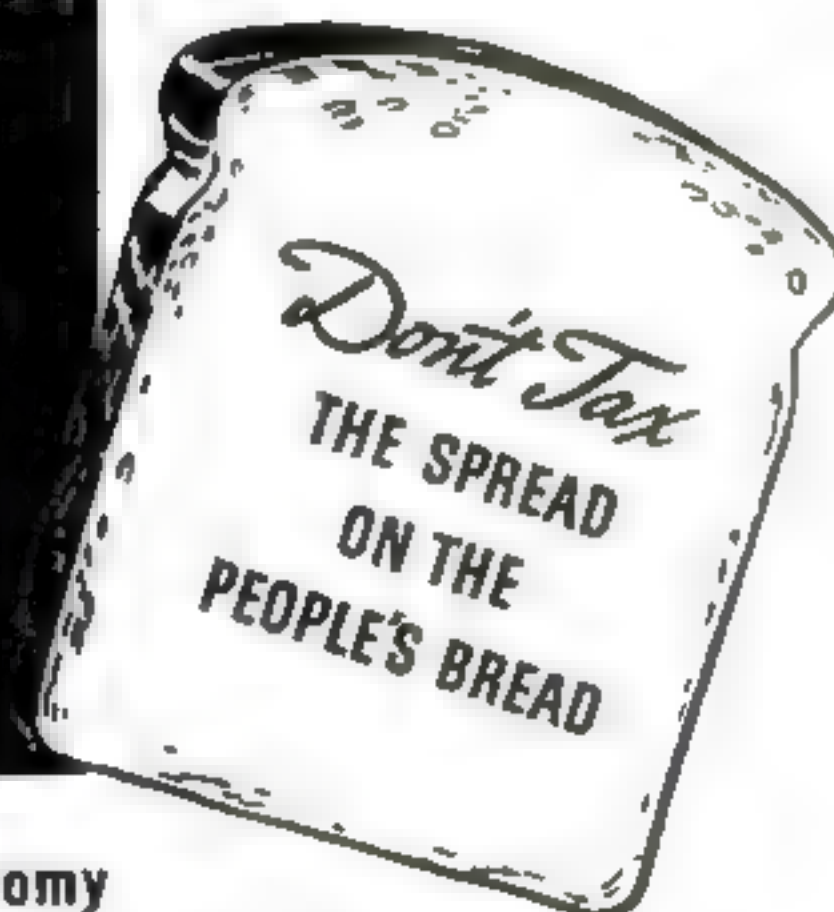
To increase the existing taxes on this commodity would only result in an increased cost of living for millions of families who can least afford to pay more for their daily food.

Finally, a tax of this character would result in depriving many persons in the low income class of a wholesome and palatable spread for their bread.

Let your senators and representatives in Washington and state legislators know that you are against such discriminatory taxes on this wholesome spread for the people's bread.



**NUCOA, THE WHOLESOME "THIRTY-SPREAD" FOR BREAD!** Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.



**Margarine's only crime is its great economy**

*This advertisement paid for by The Best Foods, Inc., 85 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise*



## GEORGIA CHAIN GANG

(continued)




These hounds are part of a pack kept in the Bibb County chain gang camp to track down convicts who escape. It is this prisoner's ironical task to feed them.



Stocks are proscribed as punishment for prisoners who break camp rules. But Georgia permits this painful kind of discipline for only an hour at a time.



Solitary confinement at the Bibb County camp looks like this. Prisoners are put in it 24 hours or more for "sassy talk," laziness or trying to run away.



**MARTELL**  
*The Cognac of  
 the Connoisseur  
 since 1715*

The man who  
 knows Cognac  
 demands one  
 that is DRY  
 —not sweet.  
 He insists on  
**MARTELL**

84 PROOF

**MARTELL**  
 The **COGNAC** Brandy  
 for every occasion

Imported Exclusively by  
**PARK & TILFORD** Import Corp. New York, N.Y.



# PLENTY OF ROOM FOR YOU



**I**F you want to see why Buick is leader of the flock —just take seat behind this willing wheel and give the standout performer of 1937 its head.

You'll drive from dawn to evening—and want to keep on going, so fresh and eager and unweary do you feel—for the truth is you merely guide rather than drive this beautifully balanced car.

Carrying you onward is the ablest straight-eight engine in the world—the quiet, whineless Buick

oil-cushioned valve-in-head straight eight. Easy-chair comfort rests back and shoulders all the way —stout frame and ample bulk give firm safety to your ride, steadiness to every mile.

So you set the pace—keep up front without fatigue or effort—because you're driving the bellwether car of the year.

There's room for you this year at the head of the procession. This standout car is yours for a mere three or four dollars a week more than those in the very lowest price field.

So come on, get up front, where you belong. If you see the nearest dealer now, you'll have a Buick in your garage by the time warm weather arrives!

## LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN!

The beautifully big, buoyantly able Buick Special 4-door sedan today delivers at a price almost as low as the average for six-cylinder four-door sedans outside the lowest price field. See your nearest Buick dealer and discover how very little more buys Buick's straight-eight smoothness, valve-

in-head thrust, 100-horsepower mobility and immeasurably greater performance, comfort and style!

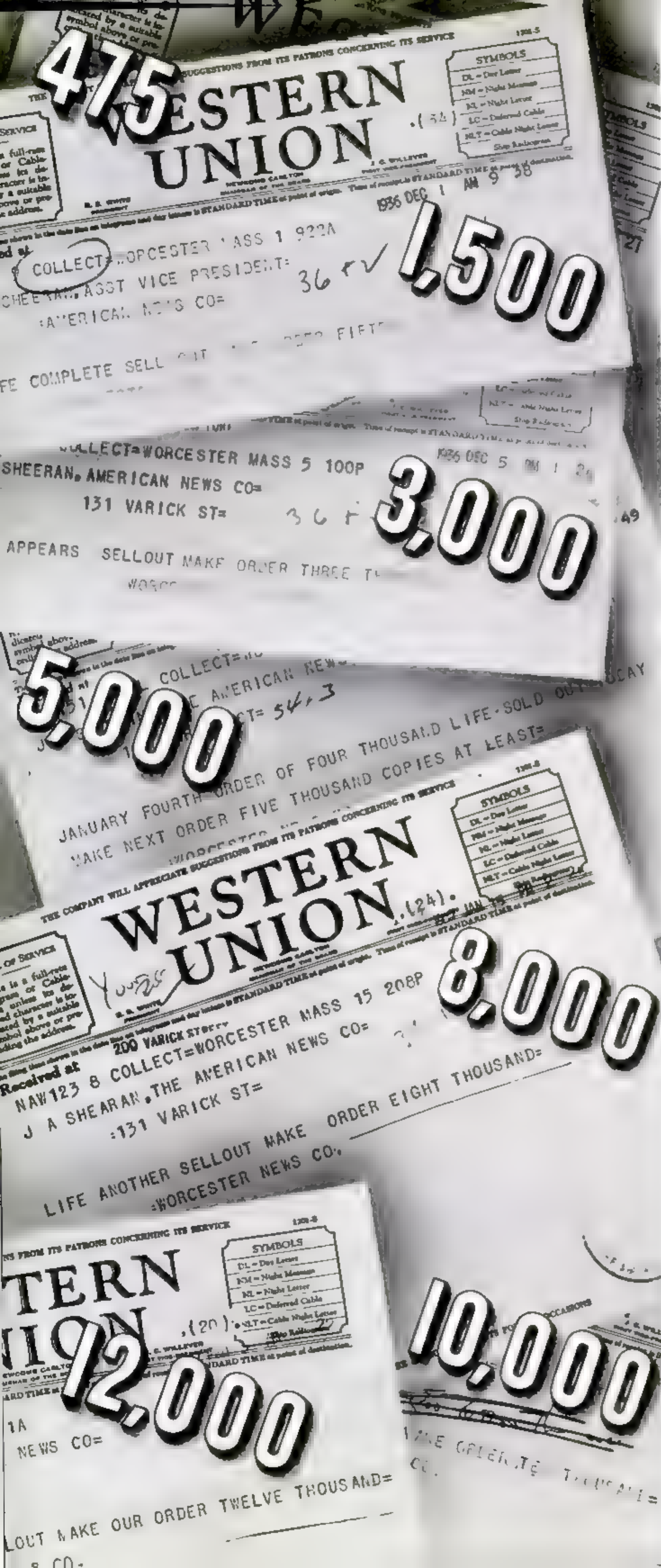
★ ★ ★ ★  
GENERAL MOTORS TERMS  
TO SUIT YOUR LIKING

WHEN  
BETTER AUTOMOBILES  
ARE BUILT BUICK  
WILL BUILD THEM

# *"It's Buick again!"*

YOUR MONEY GOES FARTHER  
IN A GENERAL MOTORS CAR





## ALICE IN WORCESTERLAND

Just how great is the demand for LIFE? How many people would buy this issue of LIFE if we could print an unlimited number of copies?

An experiment made in Worcester, Mass., points to an answer in figures that mount to incredible millions.

On November 19, 1936, some 200,000 copies of LIFE were placed on the newsstands of America. Of these, Worcester, Mass., received 475. That was in almost exact proportion to its population. Worcester's 475 sold out in a few hours—as did the 200,000 all over the country. The Worcester news-company manager immediately demanded more copies of the next issue. The news-company managers of every other city in America did likewise.

We decided to test one city by giving it all the copies it wanted. Object: to find out how many copies we would have to print to satisfy the demand on a national scale. We chose Worcester—for no particular reason except that it was neither too big nor too little.

Of the December 4th issue, 2,000 copies went to Worcester. They were all sold within a few hours. Next week we sent 3,000 copies. Sold. And the week after that 4,000. Sold.

Already the experiment had reached phenomenal proportions. The 4,000 Worcester copies projected over the whole U. S. would mean a magazine of nearly 2,000,000 weekly sale on the newsstands. (To date, the largest



newsstand sale ever reached by an American magazine is about 1,000,000 weekly—a 5c magazine.)

But this gratifying demand for LIFE was yet to become a fantastic statistic. More and more copies were sent to Worcester every week until, with the March 8th issue, Worcester was getting 9,000 copies. The Worcester news-company manager telegraphed: "Complete sell-out (stop) Send 12,000 copies next issue".

Even a minor mathematician can quickly work this 12,000 into *a national total weekly sale of between 5 and 6,000,000 copies*. Absurd though this figure is—according to all rules, histories and precedents of publishing — its most amazing aspect is the fact that nothing appears to be wrong either with the experiment or with the calculation.

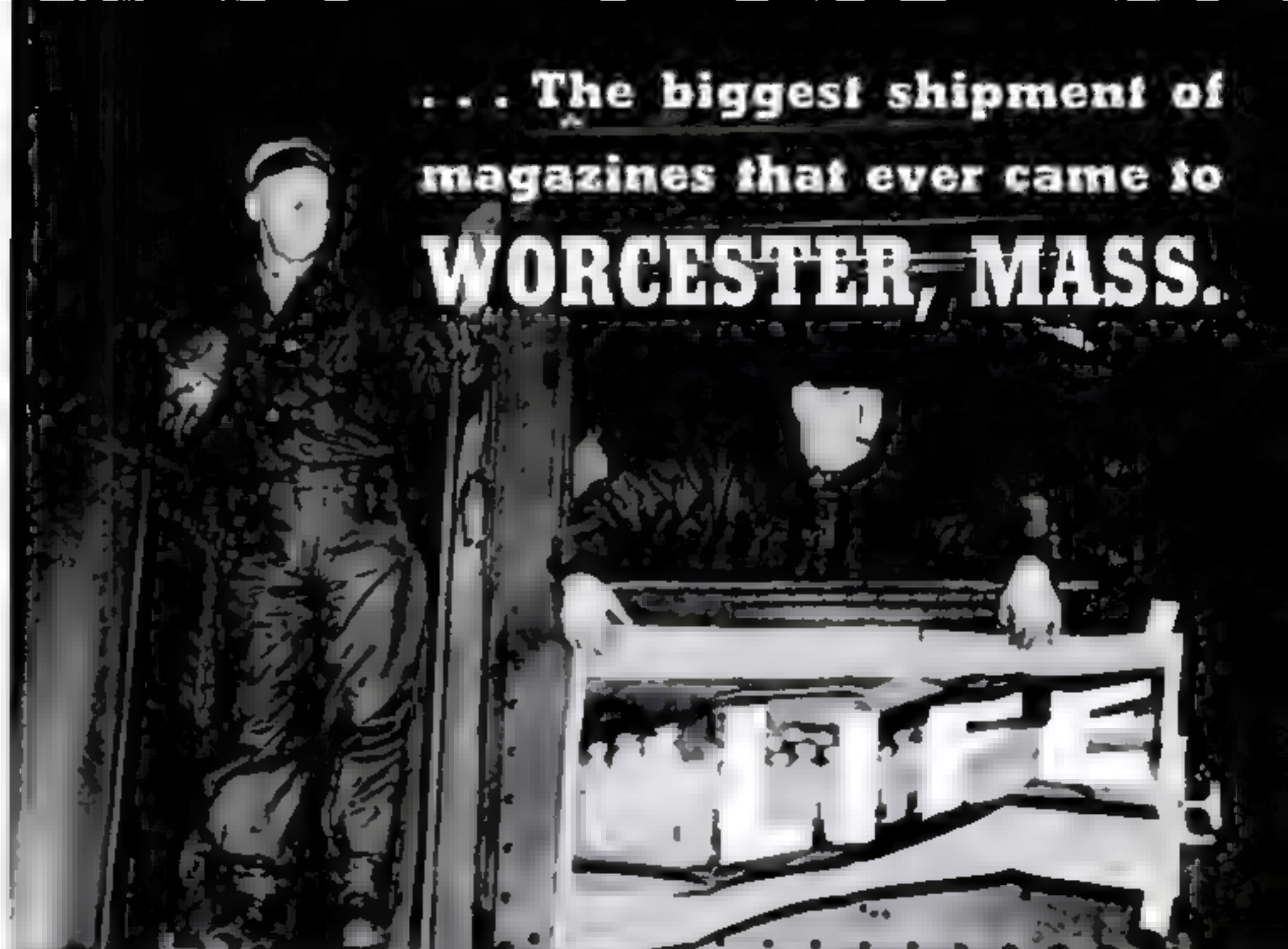
Were copies bootlegged out of Worcester to other cities? No—LIFE checked up on that one the third or fourth week. Is there anything freakish about Worcester? LIFE could find nothing. Nor had LIFE done anything to promote its sale in that city. Finally, the Worcester indications have recently been confirmed by similar partial tests in other smaller cities.

The Publishers are, therefore, convinced that the Worcester experiment gives a true picture of LIFE's demand in 1937. But they are quite aware that it proves nothing beyond the present demand. There is always curiosity interest in the first issue of any magazine. Since LIFE is a new kind of magazine, it is very possible that the initial curiosity interest may extend over a considerable span of issues.

Be that as it may, there are many reasons why the Publishers of LIFE cannot feed endless freight trains of smooth stock paper into the maws of innumerable presses. The demand for 5 or 6,000,000 copies a week is the kind of demand we can *not* follow.

So we can only settle down to producing our 1,000,000 a week now and gradually raise production to 1,500,000 by the end of the year. Meanwhile our principal efforts will be devoted to making LIFE a magazine of continuing pleasure and profit to the millions of people who will read each issue this year.

## ... The biggest shipment of magazines that ever came to **WORCESTER, MASS.**



At 5:20 a. m. Friday, engineer John Taylor and fireman John Beckwith (above) obligingly pose for a picture in honor of the largest shipment of a single magazine ever brought into Worcester. The express pauses for five minutes while expressmen load the record shipment into waiting trucks (below), first step in the experiment to find out how many copies of LIFE the U. S. will buy.



In the Worcester office of the American News Company the LIFE copies are sorted with postoffice precision into the quotas of the newsdealers. If the entire U. S. received as many copies proportionately as Worcester, LIFE's circulation would mount to incredible millions.





# Buying a Bonnet or a Bottle of Whiskey, Be Sure It Goes Well



**I**F YOU'RE OUT for a hat or the makings for a high-ball, head-work can save you a lot of footwork. Know what you want . . . and, by all means, want what you know. If you don't already know G & W, it's time to get acquainted. Because G & W is *Good Whiskey* . . . good to begin with because it begins with good ingredients . . . good all the way through because it's controlled at every step. *Get Wise . . . get G & W tonight . . . it always Goes Well!*

## Win a \$50 Curvex Gruen Watch\*



**FREE!** Ten \$50 Gruen Watches for the 10 best lists of 10 famous "G & W" names or expressions (like *Grass Widow*, *Gas Whiz*) plus your comments on G & W whiskies or gins. Full details on entry blanks at dealers. Contest closes March 31, 1937. Duplicate prizes awarded in case of ties.



Get Wise...get **G&W**...it's Good Whiskey

© 1937 Gooderham & Worts, Ltd., Detroit, Michigan. - Est. 1852. G & W 7-Star Blended Whiskey—The straight whiskey in this product is six years old; 35% straight whiskey, 65% neutral spirits distilled from grain, 90 proof. G & W 5-STAR BLENDED WHISKEY — The straight whiskey in this product is six years old; 25% straight whiskey, 75% neutral spirits distilled from grain, 90 proof. G & W BONDED STOCK STRAIGHT BOURBON WHISKEY. Bottled in Bond in Canada, 100 proof. \*This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states.

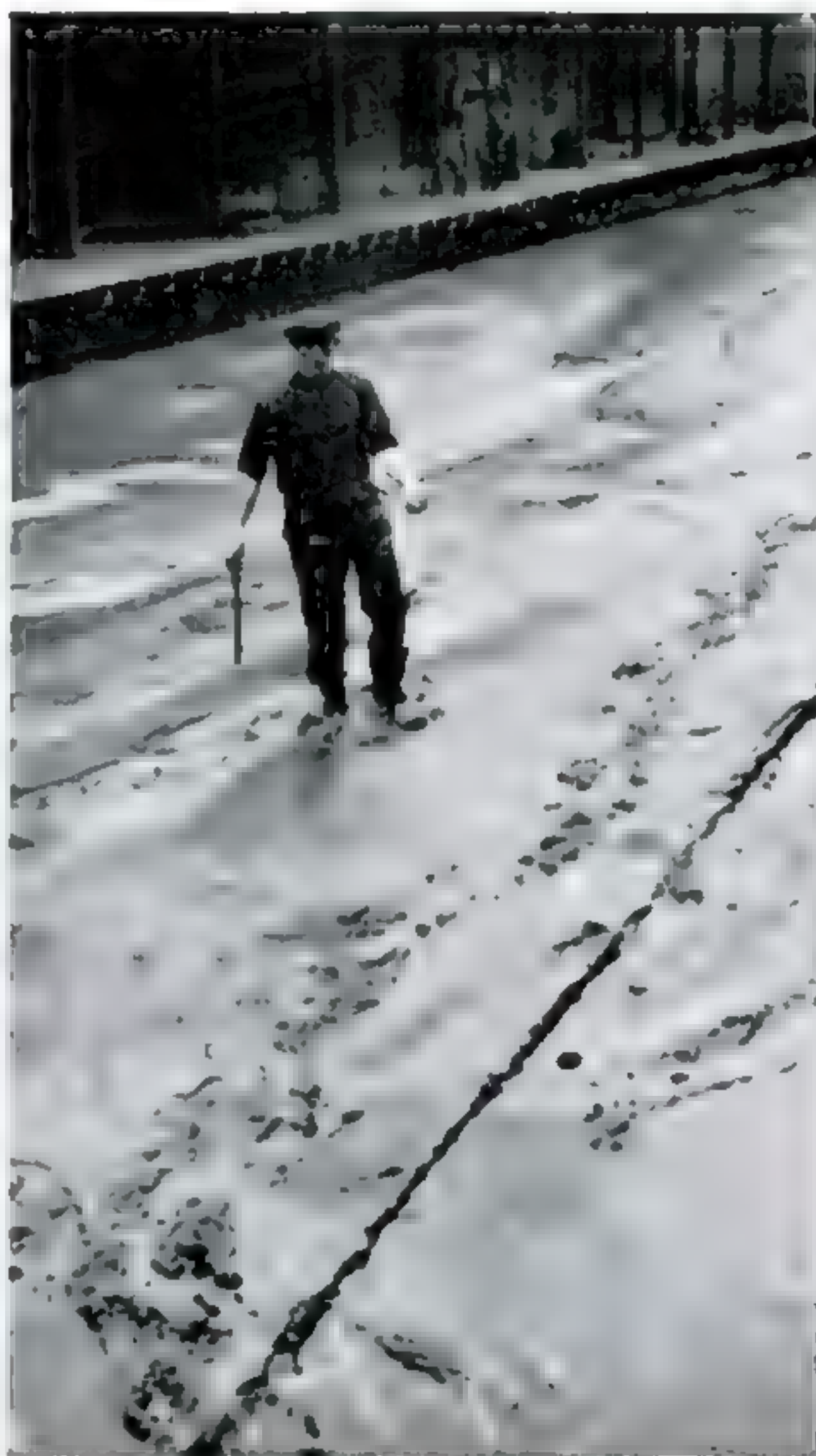


## THE CAMERA OVERSEAS: THE AUSTRALIANS BURN BUTTER AND CHASE RABBITS



The biggest refrigerator warehouses in all Australia were half-destroyed by a fire in the Melbourne "Cool Stores" Jan. 18. Built of hardwood with an insulation

of buzzer shavings, they made such fine fuel that even fire hoses caught fire and a shower of burning debris plopped on the deck of the *S. S. Port Wellington*, shown

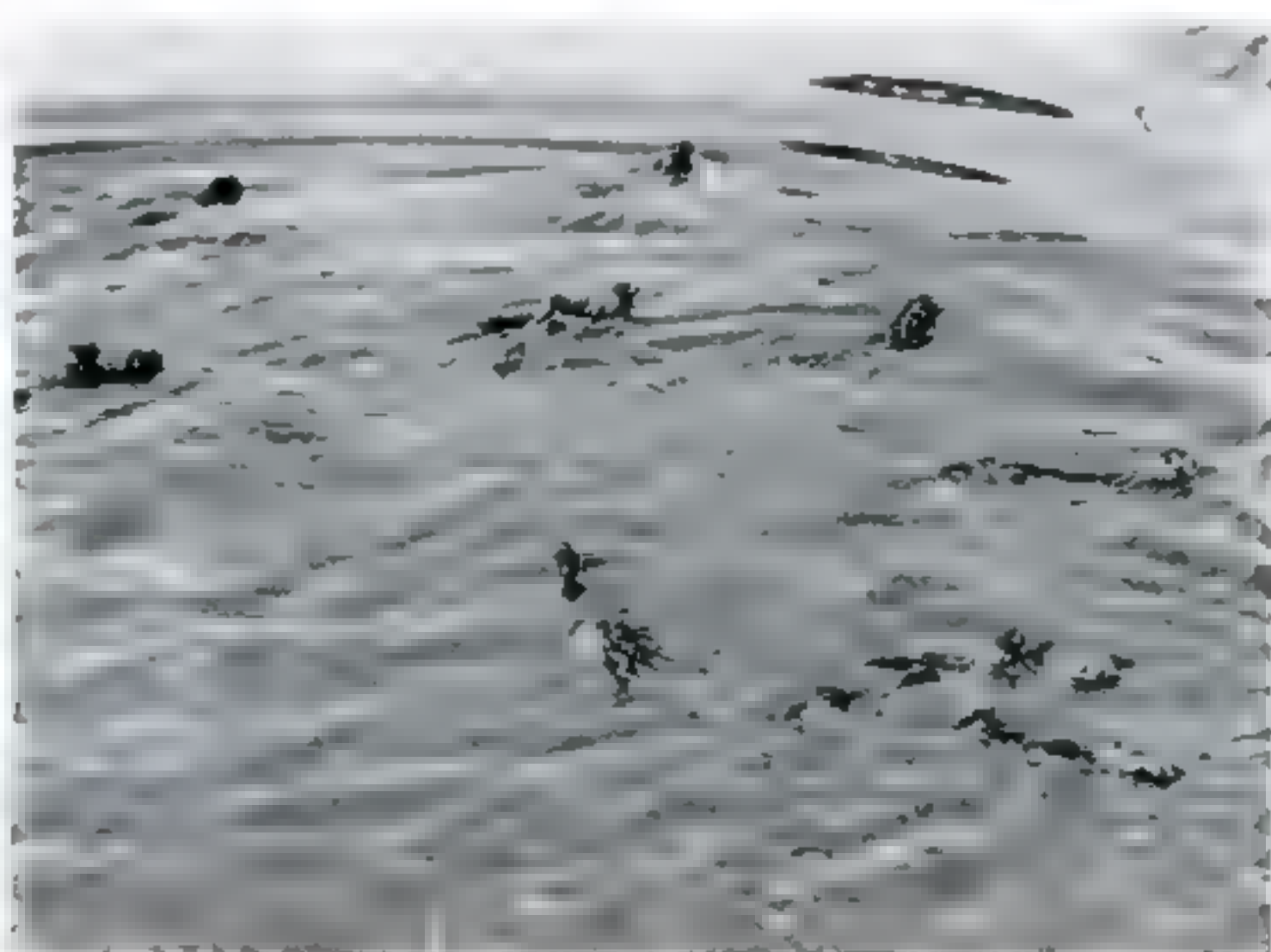


at the wharf. It was Melbourne's worst fire in 40 years. Out of the warehouses flowed \$1,000,000 worth of melted butter and cheese, in which the man above is walking.



Rabbits by the millions are the perennial scourge of the Australian back country. An unknown villain imported the first 24 in 1860. What they destroy annual-

ly costs \$500,000,000. Destroying them annually costs Australia \$5,000,000, paid for by annual exports of \$5,000,000 worth of rabbitskins. Above are an Australian



roundup of rabbits and a mass drowning. A recent survey declared that the Australian rabbit can never be entirely exterminated. Australia is too perfect for rabbits.



## THE CAMERA OVERSEAS: THE RICHEST MAN IN THE WORLD GIVES A CHEAP PARTY



THE CHEAPEST GIFT THE NIZAM OF HYDERABAD COULD GIVE HIS INDIANS WAS A SPEECH FROM THE THRONE OF THE JUBILEE HALL.





The Nizam of Hyderabad in India has \$150,000,000 in jewels, and a capital of \$1,400,000,000, but for his Silver (25th) Jubilee Feb. 11 he used his 1910 yellow Rolls-Royce with new mudguards.

After an inexpensive march-past of the Hyderabad Army, the Nizam (left, on balcony) in crested yellow turban receives the Army's congratulations from his elder son and heir, the Prince of Berar.



A gold sword, its scabbard encrusted with diamonds, was presented to the Nizam by his heir in the name of the spendthrift armed forces of Hyderabad, which include a corps of African mercenaries.

Fireworks, and not many of them provided the chief entertainment for guests on camp chairs at the Silver Jubilee of the "richest man in the world." Next to the Nizam (left, center, in turban and white turban) sits British Resident Duncan Mackenzie.

Fruit was the chief decoration at the Jubilee Dinner of British and Indian bigwigs. The Nizam, restless but also efficient and progressive, has given Hyderabad a model 25-year rule.





## THE CAMERA OVERSEAS: THE FRENCH GO TO THE NEW OPERA



The rulers of France explore the opera. From left to right, Education Minister Zay (glasses); President Lohrman

(cass); Architect Marrant; President of the Bank of France Jeanneney (pointed beard); Presidential Secretary

Magre; Minister of Agriculture Monnet; Paris Police Prefect Langeron (mustache) and General Braconnier.



A sigh of happiness breathed through Paris on the rainy night of Feb. 21 when at last the Opera House on the Place de l'Opera opened its doors. Unlike the Nazam of Hyderabad's sports meetings partly over a year ago, the Opera opening was splendid. The Opera began in Paris in 1671. The present Opera House took 11 years and 840,000,000 to build. In the 1860's, it by far the world's biggest theatre. It had been half renovated last September, a new sewer system had almost been installed, when fire broke out behind the mammoth stage, swept upward to the dome and then worked down. A steel curtain was dropped in time to save most of the auditorium but the stage and tall scaffolds in the grand foyer were ruined. Since then the Opera House has been renovated a second time. The stage is now big enough to hold the entire national Theatre of France, the Comedie Francaise. The fire revealed that for 60 years everybody had forgotten to renovate the worn imitation marble of the stage boxes with real marble. The new boxes are real marble. To prevent future fires, a vast sprinkler system was installed tapping a special conduit from the Montmartre reservoir.

On Feb. 21, President Lohrman of France and most of his Government privately attended the opening, a triple program of *Lohengrin*, Massenet's *Tristan* and Chopin's *Suite for Dancers*. The armed Republican Guard lined the Grand Staircase (left). Paris socialites were dazzled by the Foyer (in Photo above) whose damaged ceiling by Baryly, showing Melody and Harmony between Tragedy and Comedy, has been refurbished to look brand-new. At the ends the murals over the chimney pieces show Mount Parnassus and the Poets of Antiquity.





Paris socialites entered at loggias from these boxes whose painted wood fronts scorched by fire had been replaced by real marble before the reopening of the Paris Opera Feb. 21.



A bronze torchbearer lights the magnificent Grand Staircase of the Paris Opera. Here columns of Pyrenean marble rise to a height of three stories.



The 24 Hours are the theme of the great auditorium rising by Lenepveu, above the giant chandelier. At left, socialites during the intermission.



## SIX PUNDITS OF THE PRESS VOLLEY AND THUNDER . . .



**Dorothy Thompson** joined the political columnists shown on these pages twelve months ago when she became a syndicated pundita for the New York *Herald Tribune*. Like them, she has been violently stirred by President Roosevelt's proposal to remake the Supreme Court. Before she married Sinclair Lewis in 1928, she was a crack U. S. correspondent in Central Europe. Now she draws on her experience with dictatorships to warn against the Roosevelt court proposal. Lately she wrote: "As the President said in his acceptance speech in Philadelphia 'This generation of Americans has a rendezvous with destiny.' But this generation had better not make any blind dates."



**David Lawrence** began his newspaper career 25 years ago as an Associated Press cub, covered revolutions in Mexico, sensational murder trials, dynamiting cases. Then, only two years out of Princeton, he was sent out to report Woodrow Wilson's campaign for President in 1912. Never since has he left the solemn seas of politics. His daily column of "nonpartisan political interpretation" has appeared for 21 years. Never one to get violent or abusive he says: "The tragedy of what is happening is that Mr. Roosevelt has become too much enveloped in partisan passion. . . . If the Supreme Court goes, all other American institutions begin to crumble one by one."



**Frank R. Kent** of the Baltimore *Sun* has never believed in sparing the rod and spoiling the President. With biting logic he has tanned the hides of Harding, Coolidge, Hoover, and is now tanning the hide of Franklin Roosevelt. Of the President's Supreme Court argument he writes: "There is so much that is seemingly sound and so much that appears to be noble—the arguments are so persuasively presented and the whole business so carefully cushioned with apparent concern for the public welfare that the misleading nature of the figures and falseness of the implications are blurred—the actualities almost hidden from view. And that was exactly the idea."



## ... IN PUBLIC OPINION WAR OVER THE SUPREME COURT



**Hugh S. Johnson**, ex-cavalryman, ex-plough maker, ex-Blue Eagle boss, writes a hot-tempered, hard-riding column for Scripps-Howard. He is one of the few first-rate press pundits on the President's side but his strength is as the strength of ten. Says he: "What the President has proposed that Congress do is of the letter and, as I believe, the spirit of the Constitution. If it is immoral the Constitution is immoral. The crass, brassy nerve of these pontifical pundits who yesterday were jumping up and down yelling that the President was exceeding the Constitution and now are writhing like Holy Rollers because he is applying the Constitution."



**Mark Sullivan** is the oldest but not necessarily the wisest of the political commentators shown here. His career began with one Roosevelt whom he as a youth idolized and is ending with another Roosevelt who is a thorn in his heart. (In between he wrote *Our Times* and served as a journalistic *alter ego* for his friend Herbert Hoover.) Since March 4, 1933 he has been the New Deal's Jeremiah and his own answer is ready when he asks: "Does Mr. Roosevelt not realize that he is making the government of the United States into a form which not only lends itself to dictatorship, but which only a dictator can run? Or does he see and doesn't he care?"



**Walter Lippmann** made his reputation as a penetrating pundit at the age of 33 with his *Public Opinion*. He succeeded the late great Frank L. Cobb as editorial voice of the liberal *New York World*. He is now syndicated by the *New York Herald Tribune*. Once he was an able defender of the New Deal. Now the President's Supreme Court proposal has made him Franklin Roosevelt's most unsparing critic. He writes: "If the American people do not rise up and defeat this measure, then they have lost their instinct for liberty and their understanding of constitutional government." Turn the page for more extended comments by these pundits.



## Here's Why Clark Gable Switched to Dodge



**CLARK GABLE**, famed screen star, now appearing in "Metro-Goldwyn-Mayer's 'Parnell,'" says, "I switched to Dodge because it handles so economically...it's astonishingly swift...smoothness! Enjoy driving." Thank you, Mr. Gable! You're one of the thousands of motorists the country over—people who, like yourself, can afford the most expensive cars—who are switching to Dodge!

See this new Dodge Drive it! And remember, Dodge now delivers for just a few dollars more than the lowest-priced cars!

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Easy terms gladly arranged to fit your budget, at low cost through Commercial Credit Company



## PUNDITS ON COURT ISSUE (continued)

In proposing to increase the Supreme Court from nine to 15 members to ensure New Deal decisions, President Roosevelt presented the Congress and the country with a large and serious issue. Almost overnight there began a nationwide debate on the very fundamentals of American government. No group joined this vociferous discussion of constitutional theory and practice with more vigor and intelligence than the pundits of the press—those political experts who, in a regular column over their own name, speak their views on vital questions. As a result of their writings on the Supreme Court issue over the past month, the United States may well feel that it is by no means poor in the matter of alert journalistic brains.

On the previous page are lined up six of these newspaper commentators who are particularly distinguished in their profession for the reason that they combine an ability to reason closely and write lucidly with an audience of large and intelligent proportions. Since the Supreme Court issue, as it will be decided in Congress, is largely a battle of public opinion, these six pundits will doubtless play a considerable part in the final outcome. Somewhat more than Senators and Representatives, and somewhat less than the President of the U. S. on the radio, they supply the mass of citizens with the ammunition of ideas with which this constitutional battle is to be fought out.

All six of these pundits have records as liberals and all six claim to be liberals today. Mark Sullivan found his brand of liberalism in the "trust busting" era of T. R. and David Lawrence found his in the "New Freedom" of Woodrow Wilson. Most liberal of all, perhaps, is Dorothy Thompson who spent years covering the rise of dictatorships in Europe and reporting crises, putsches and revolutions and who returned to the U. S. more ardent than ever in her devotion to democracy and the American system. But now she calls herself a mugwump and opposes the President's proposal as highly dangerous to freedom.

Of all six only Hugh Johnson favors it. Though no journalist by training, he does not hesitate to cross swords with the most

expert of his professional adversaries. His argument is simply that the President's proposal is 100% constitutional, because the Constitution leaves to Congress the power to fix the size of the Supreme Court. When Pundit Walter Lippmann called this "the most immoral argument yet," because "it amounts to saying that public men may use the letter of the law to violate its spirit," Pundit Johnson cracked back by denouncing Lippmann as the "Oracle of the Old Order, High Priest to Economic Royalty, Columnar 'Oiled and Curled Assyrian Bull.'"

One common fear makes all five opposing pundits kin. To them the court plan opens the door to dictatorship. Be Franklin Roosevelt's motives ever so pure, if he can make the Supreme Court do his bidding by appointing six new justices, any future demagogue will have good precedent for appointing as many judges as necessary to steal the people's liberties.

Anxious to give the New Deal power to undertake its economic and social programs, Mr. Lippmann reasoned that although civil rights could not be too rigidly protected by the Constitution, the economic powers of the Federal Government should not be inflexibly limited. Therefore he proposed that there should really be different ways of amending different parts of the Constitution: a quick and easy method for the Interstate Commerce Clause, a long and difficult method for the Bill of Rights.

Not all the pundits' arguments however were aimed at the solemn ears of statesmen. Dorothy Thompson came off the pedestal of punditry to argue for the benefit of plain citizens: "There is one certain remedy for a headache... It is cheap, instantaneous and guaranteed. That remedy is decapitation. I refer to the President's way with that bothersome old lady, the Supreme Court. He says the Supreme Court has, and is, a headache. He proposes to cure it, but he is a busy man. It's a long way upstairs to get the aspirin, and the doctors disagree anyhow, as to just what's wrong with Auntie. So he has jumped into the kitchen for a cleaver, and the sure and lasting cure. Nice fellow, the President. Can't bear the sight of long-drawn-out pain."

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**C**ostly whiskies are 100 proof—like moderate priced Glenmore. Compare it side by side with whiskies of like price. Men who know fine whiskies like Glenmore.



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**TRUE TEMPER**  
*Golf Shaft of Champions*

True Temper Golf Shafts—used by the winners of every major golf tournament in 1936—used by more than 95% of all tournament golfers—used by all golf club makers on their better clubs—used by more golfers in every nation on the globe than all other makes of golf shafts combined. True Temper is the universal choice of golfers because it perfectly supplements the player's skill—in strength, shape and power.

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Descriptive booklet—The Golf Shaft of Champions—free on request.  
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*The Golf Shaft of Champions*



# 3 WAYS TO SAY

## IN NAIL POLISH



This clever girl wears **PEACH**

Because her slender white hands are the pride of her life and this is the year she can set them off with this softly radiant new shade.



This clever girl wears **BLUSH**

Because she discovered that its new subtle rosy overtones fit in with her outdoor life and make her perfectly practical hands very soft and appealing.



This clever girl wears **ACORN**

Because she's back from the South with a coat of tan and a firm conviction that this smoky new shade is the most flattering to tanned skin.

**La Cross**  
CREME NAIL POLISH

● They all wear La Cross Creme Polish — the prestige polish that looks better and lasts longer.

Natural, Rose, Coral, Cardinal, Garnet, Colorless, Peach, Blush, Acorn, Sun Tan, Rust! For sample size of any one color, mention color desired and send 6 cents in stamps to La Cross, Dept. L, Newark, N. J.

# Private Lives



JANICE JARRATT

The most famous ex-G-Man in America, Melvin Purvis, and the most famous ex-advertising model, Janice Jarratt, are both busy either denying or refusing to confirm the report that they will marry each other. But their close friends feel pretty sure they will before long. Mr. Purvis, who captured John Dillinger, left the Department of Justice in 1935 to become a San Francisco lawyer and head of Post Toasties' Junior G-Men (now called the Melvin Purvis Law & Order Patrol, which any young American boy or girl who eats Post Toasties can join). Mr. Purvis has also endorsed razors and automobiles. Miss Jarratt was the busiest advertising model in the U. S. for a while last year, having gained wide attention as the Lucky Strike girl. She later became sweetheart of the Texas Centennial and now works for Universal Pictures. Studio associates thought it significant that, in view of her marriage denials, she was carrying a Junior G-Man badge around in her purse.

Last summer, when Film Actress Adrienne Ames sued her husband, Film



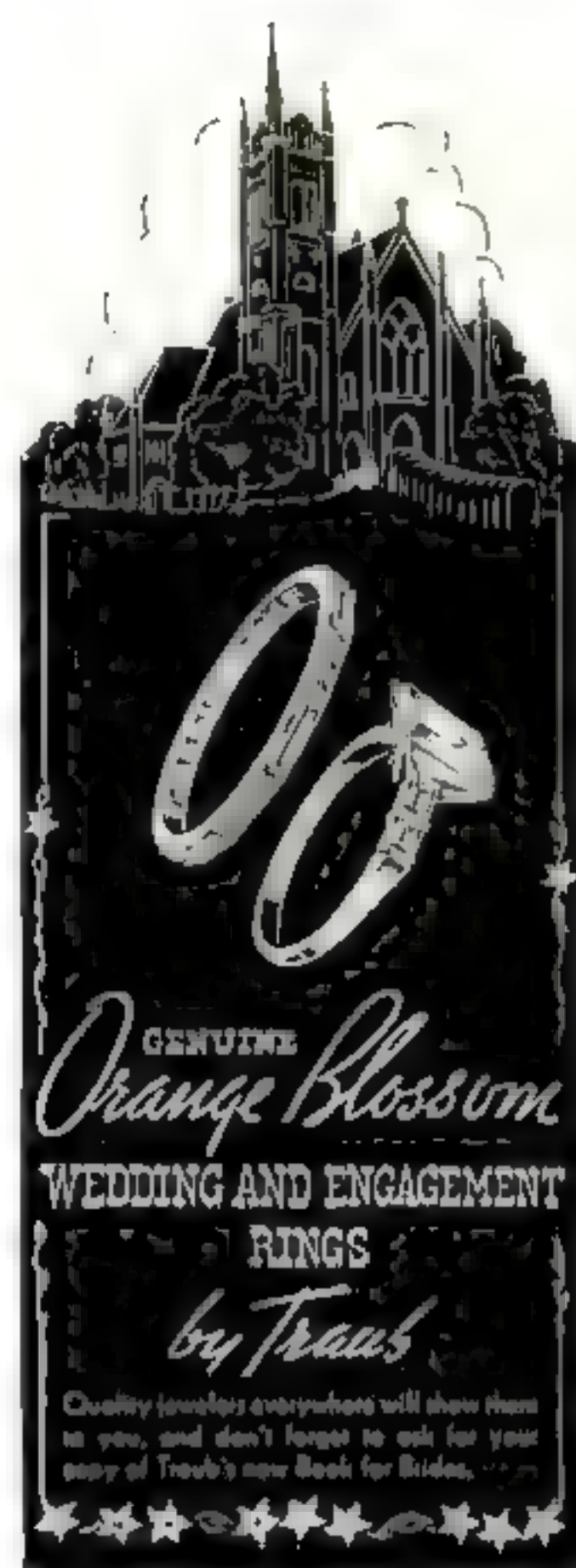
ADRIENNE AMES CABOT

Actor Bruce Cabot, for divorce, Mr. Cabot chased her all the way to New York by plane, talked her out of getting a final decree. A few weeks ago, Miss Ames again filed suit for divorce and Mr. Cabot chased her down to Palm Springs to dissuade her. But this time Miss Ames would not listen, went ahead with her divorce proceedings. She charged that her husband went on drunken sprees, broke furniture and forced her to flee her home. This will be Miss Ames' third divorce. She divorced her second husband, Stephen Ames, in 1933 to marry Mr. Cabot, who is not a Cabot of Boston. He was born in New Mexico with the name of Jacques de Bujac.

William Wellman, director of such movies as *Wings* and *Call of the Wild*, has had four wives, three of them movie actresses, one a *Follies* Girl. His fourth and current wife is Dorothy Coonan who gave up movie acting three years ago to become Mrs. Wellman. She has borne Mr. Wellman his only two children, the



THE WILLIAM WELLMANS: PATRICIA, DOROTHY, WILLIAM AUGUSTUS JR.



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WEDDING AND ENGAGEMENT  
RINGS  
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Quality jewelers everywhere will show them to you, and don't forget to ask for your copy of Traub's new Book for Brides.



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for BALDNESS

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Five people, other than scientists, ever had heard of the X-ER-VAC until national publicity in one prominent magazine by its startlingly successful results. Now thousands of men and women like X-ER-VAC treatments to regain normal healthy hair in barber and beauty shops. A few hundred of persons who prefer self treatment in their homes have purchased the X-ER-VAC apparatus from their barber or beauty shop or from Crosby Radio and Instrument dealers. The X-ER-VAC is a compactly contained, requires no supplies, fits space, is a easily operated. Based on an approved therapeutic principle, the X-ER-VAC has been a highly effective and efficient treatment of baldness, thinning or falling hair.

Write The Crosby Radio Corp., Cincinnati, for information in getting X-ER-VAC treatments. State whether you desire (1) to purchase the X-ER-VAC for home use, (2) to make money by giving treatments, or (3) to obtain a X-ER-VAC treatment, or (4) to send us the name of your favorite barber or beauty shop.

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THE WEDDING OF KUBLA KHAN (LEFT) TO LI HSIEN

latest of whom, William Augustus Jr., was born in January and has just posed for his first official picture (opposite page) with his sister Patricia.

Released in Florida was a picture of the wedding of Kubla Khan, 2½ to Li Hsien, 3. Kubla and Li are pelligreed chow dogs belonging to Mus



MARY PLETTNER

Cleanthe Carr, illustrator. Before she mated them last year, Miss Carr held a mock wedding ceremony, complete with bridal veil and lilies. It was a first marriage for both dogs and has since been blessed with a cream-and-honey colored baby chow.

The murder of Harry Love by his wife, Helen, in Santa Monica last New Year's Eve, produced two remarkable sequels. One occurred when Mrs. Love bent over her husband's coffin and kissed his dead lips (LIFE, Jan. 18). This gave the case the newspaper name of the "Cold Kiss Murder." The other incident took place at the murder trial. A female juror named Mary Plettner had a pint of straight

alcohol in the women's room, made frequent trips there from the jurors' room, came back each time more loquacious than ever. Finally the foreman complained to the judge that Mrs. Plettner was too drunk to deliberate properly. Her false teeth badly awry, Juror Plettner was found guilty of contempt of court, sentenced to five days in jail, fined \$100. The jury, with a sober alternate in Mary Plettner's place, found Mrs. Love guilty of second-degree murder.

Helen Madison was the greatest woman free-style swimmer of her time. She gave up amateur swimming in 1932, when she was 18, after having broken practically every woman's free-style swimming record. At first she tried the movies, then taught swimming, then sold hot dogs, finally entered a hospital as a student nurse. She took time off from the hospital recently to marry Luther C. McIvor, a 45-year-old dam builder. Mrs. McIvor said she would go back to the hospital, finish her course.



HELENE MADISON MCIVOR



## Strange ALASKA



**THERE'S** great adventure "up-under" the Midnight Sun—and within vacation time-limits, too. So step aboard a modern, completely air-conditioned train and be off to Seattle where your strangest of cruises begins.

Mile on mile you cruise aboard an ocean-going steamer, down a corridor of forested mountains... sailing smoothly over calm and sheltered seas under a ceiling of blue sky... past interesting villages nestling on the shore-line so close-by it seems you could reach out to them. Your Alaska vacation is climaxed by visits to mighty roaring glaciers... climaxed by visits to ports that stir the hearts of the adventure-loving... climaxed by trips to the unbelievable Interior where you find Mt. McKinley, Matanuska, the storied Yukon and the Klondike. Your trail of explorations leads through the land where Czarist Russia once ruled—where sourdoughs stampeded for gold—through fairytale Totemland. Here, indeed, is a strange land behind whose impelling grandeur lies the magic of the "spell of the north."

Both rail and all-inclusive steamer fares are low this year, so you'll want the colorful literature that will lure you to visit Alaska at her finest—from May first, anytime through September. Cruises range from 9 to 36 days from Seattle.



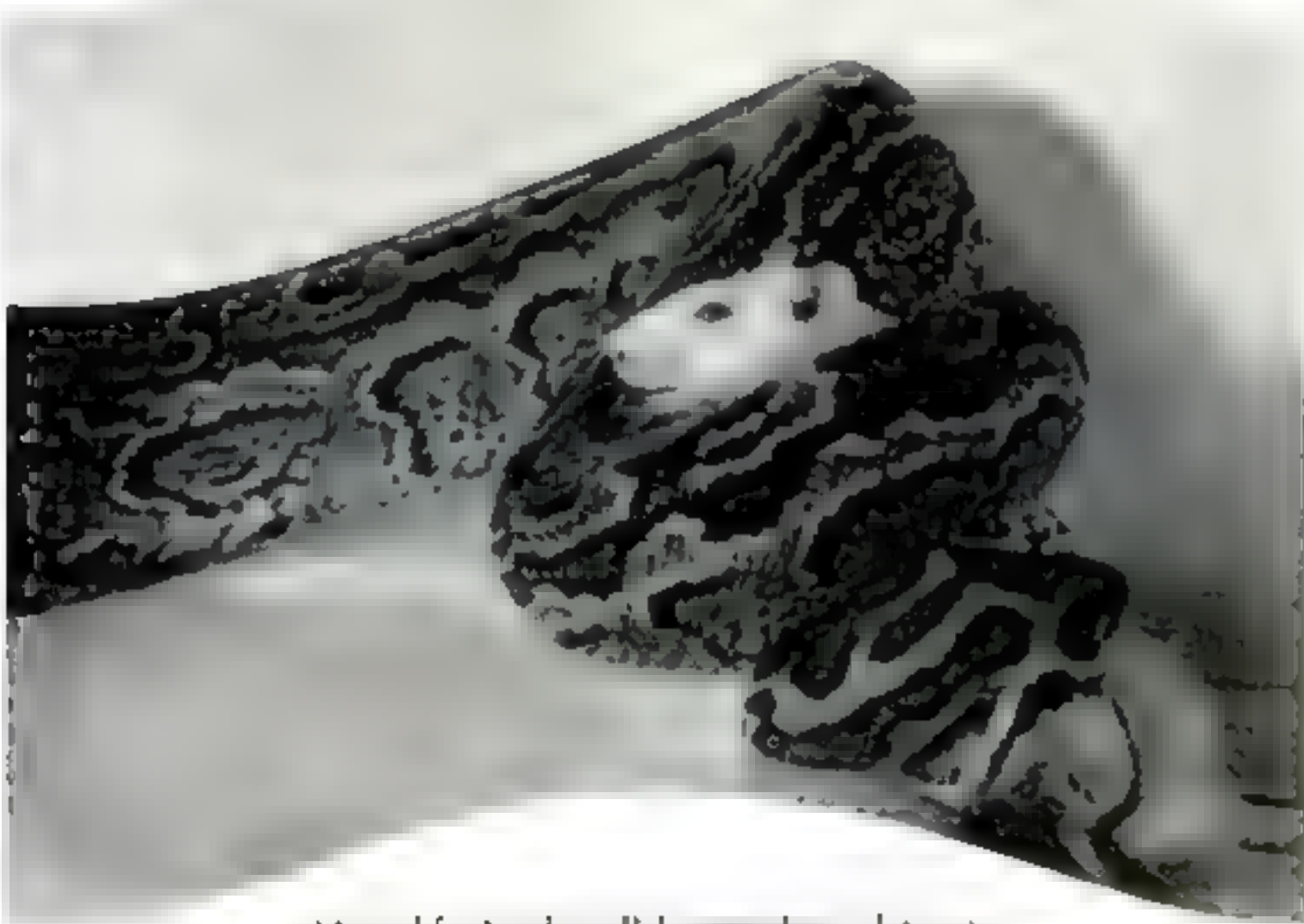
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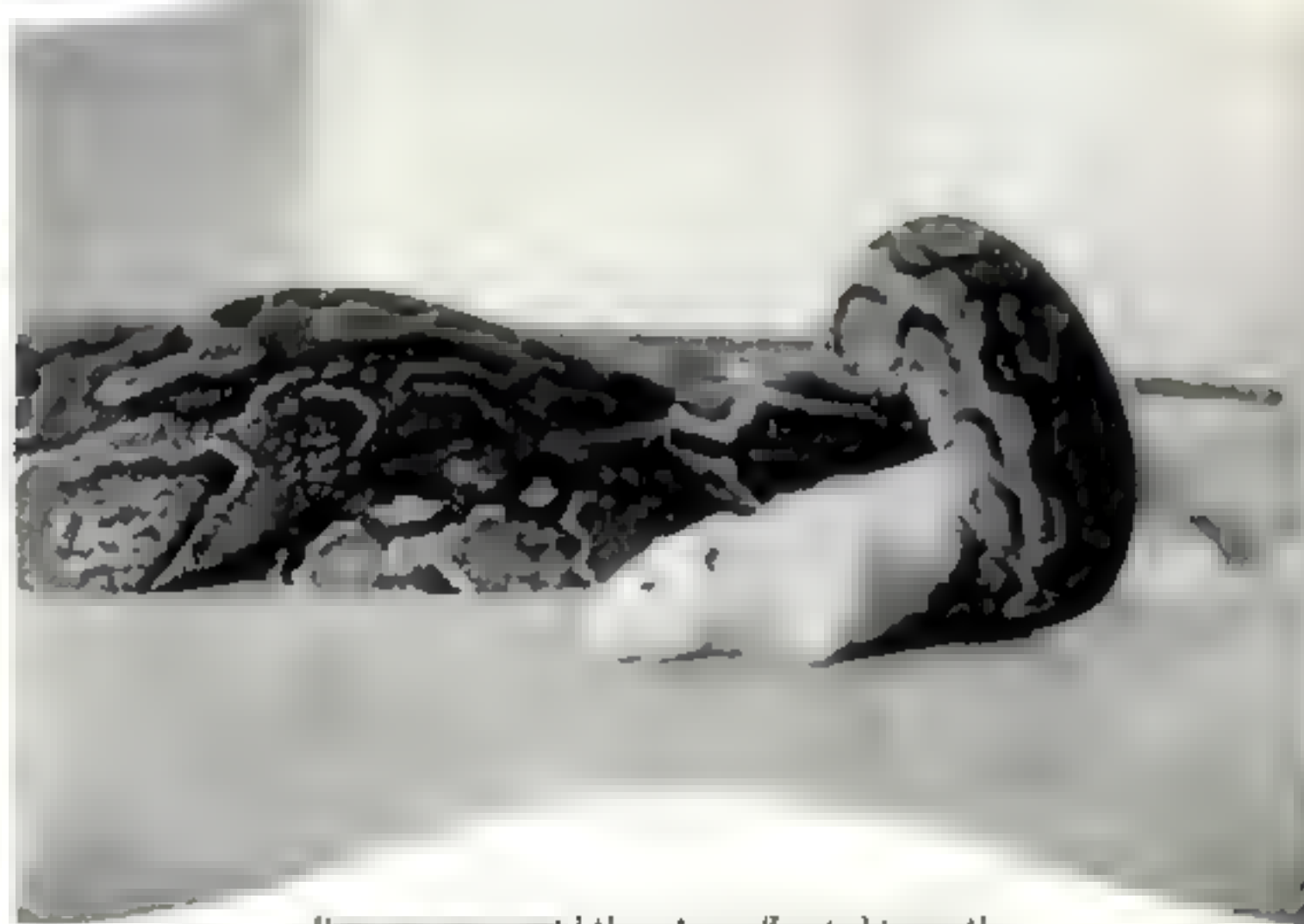
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## A LITTLE PYTHON DINES ON A RAT; A BIG PYTHON IS KILLED FOR EATING A PIG



Starved for ten days, Babe crumbles a white rat



It squeezes until the rat is suffocated to death



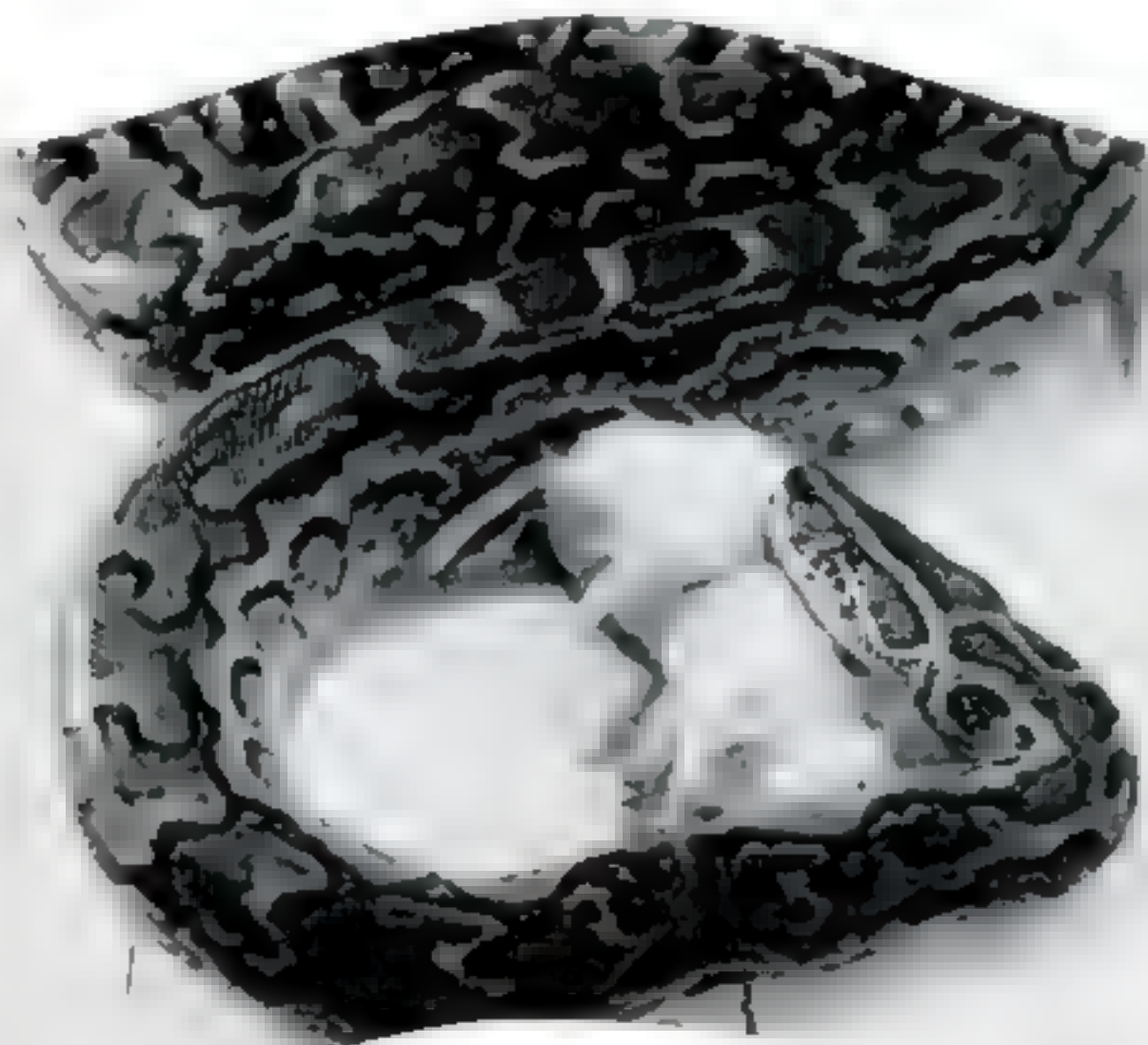
A 20-FT. JAVANESE PYTHON WAS KILLED BY NATIVES BEFORE IT HAD FINISHED DIGESTING THE PIG IT HAD STOLEN FROM A LOCAL PIGPEN



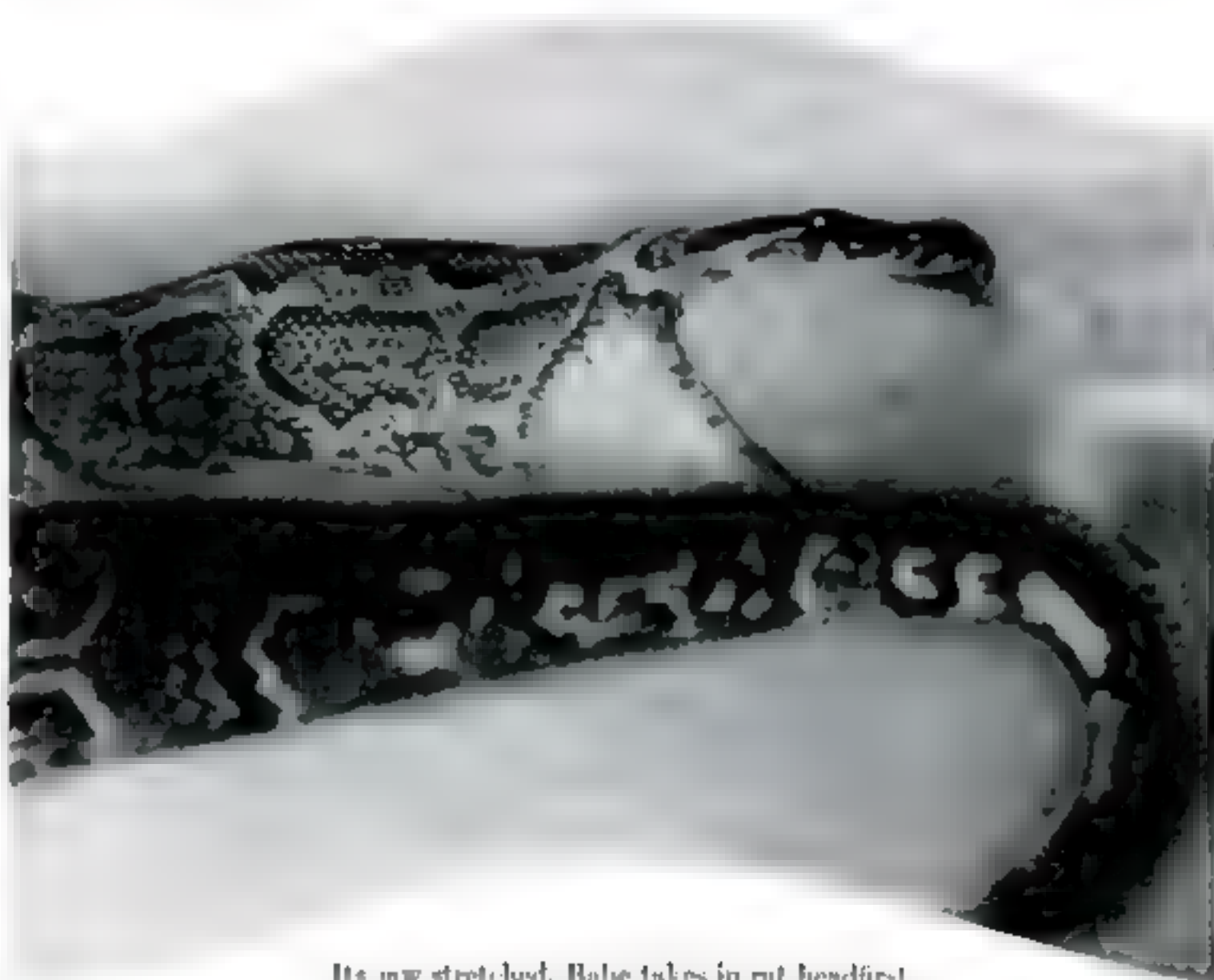
The snake in the upper pictures is Babe, a young python who lives in Germantown, Pa. The python below, until its sudden death after dinner, lived in Java. Pythons are distinguished for their ability to swallow whole an animal whose girth is much greater

than their own. A python wraps itself around its prospective meal, crushes it to death. It then stretches its jaws, which are joined by extremely elastic tendons, until its mouth is sufficiently large, inches its victim down by working it from one side of

its mouth to the other. Once its meal is well inside, the python's flexible body expands enormously. It takes an average python 30 min. to down a pig, eight days to digest it. While the meal is being digested, the python spends its time sleeping or dozing.



The rat's bones are crushed and Babe is ready to eat.



Its jaw stretched, Babe takes in rat headfirst



THE PYTHON WAS SLIT OPEN, THE DEAD PIG PULLED OUT. ITS BONES WERE CRUSHED BUT ITS BODY WAS BLOATED BACK INTO SHAPE BY GASES



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TODAY GLEAM WITH  
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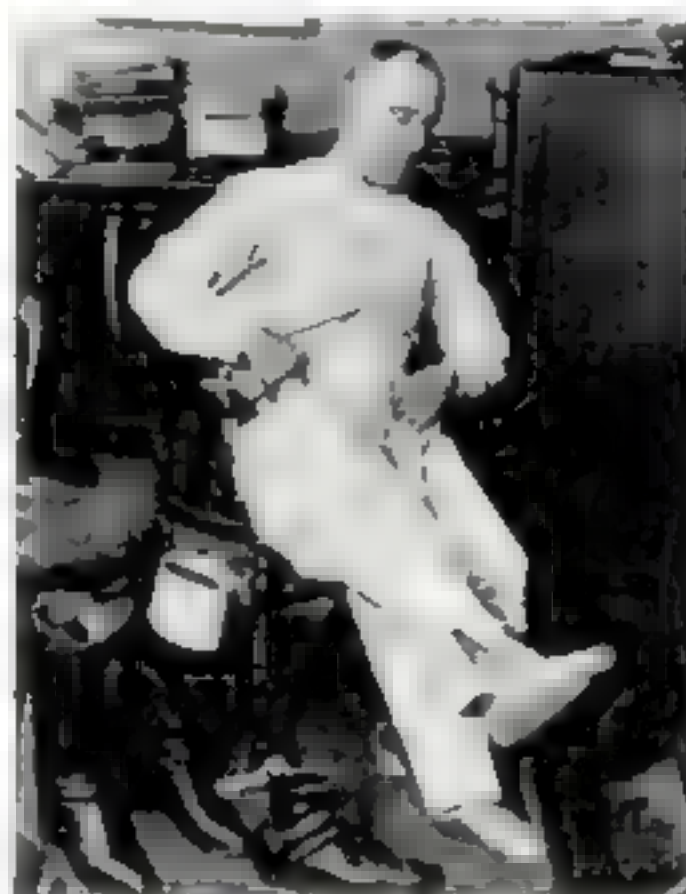
## ENGLISH COACHING COMPANY REHEARSES FOR CORONATION

On Coronation Day, May 12, after London streets have been closed to motor traffic, many a British peer and peeress will be taken to Westminster Abbey in the coaches of the old English firm of Thomas Tilling, Ltd.

Here you see a Tilling coachman change from ordinary clothes into the picturesque costume which tradition decrees he must wear at the Coronation. Then he goes outside and mounts one of his carriage horses.



1 He takes off his workaday boots.



2 He pulls on white riding breeches.



3 He dips into polished boots.



4 He adjusts a white curled wig.



5 He does his cap with dignity.



6 He approaches his horse firmly . . .



7 is given a helping legup by an assistant.



8 readjusts his seat and reins.



9 is finally set for a Coronation customer.



## "MORNING-AFTER" EYES



**Cleared in Seconds!**

A BIG night last night? Hot red eyes in the cold gray dawn today? Clear those bloodshot eyes in seconds! Money back if new scientific EYE-GENE fails to make them white and bright. It's really fast. Yet stainless, safe. And refreshing as an extra hour's sleep! Thousands switching from old-fashioned solutions. Ask for EYE-GENE at any drug and dept stores.

**EYE-GENE**

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Columbia  
Coast to Coast Network

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New Book a Helpful Guide for Both  
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Lists names and addresses of hundreds of active buyers, tells what kind of pictures they want, what they pay, how work should be submitted by mail for quickest sales and best prices. No special camera or other equipment needed.

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The 1937 National Photo Almanac and Market Guide follows list how when where to make photos that sell. Contains articles by famous experts, liquidated art prints, etc. Includes formulas, money-making helpful hints. At same photo supply dealer's or send \$2.00 for July 31. Fully Paid, Co., Inc., Dept. 433, 18 West 33 Street, New York, N. Y.

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## LIFE'S PICTURES



James N. Keen, 26-year-old staff photographer at the Atlanta bureau of the Associated Press who took the chain gang pictures (see pages 48 and 50), started the photographic department of the *Chattanooga News* and did all its work for four years. A member of the A. P. staff since July 1936, his most notable picture is the "Madonna of the Flood" (LIFE, Feb. 8).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 4, 5, 7—RICHARD SIMON  
13—P. I. W. W.  
14—CLARENCE P. HORNUNG—P. I. (3)  
15—P. I. (2), KEY—W. W., B. N., KEY—U. & L., MARGRET NAVAL  
16—P. I.  
17—EUROPEAN etc. top and cen. rt. P. I.  
18—INT., THOM. D. MCAVOY—ACME etc. cen. INT.—P. I.  
19—P. I., ACME (2)—ACME, INT. (2)—JOHN MIEHLE—RKO PICTURES  
20—P. I., INT.—INT., ACME  
21—P. I., ACME—W. W.—ACME  
22, 23—MIRAY-O'REILLY  
24—ACME, N. Y. TIMES STUDIO  
25—ARAI-PIX—W. W.—ACME  
26—P. I. (3)—ARAI-PIX, INT.—KIP BORN, W. W., ACME  
27—P. I.—W. W.  
28, 29, 30, 31—MARGARET BOURKE-WHITE  
32, 33—SOVfoto etc. bot. H. U. & U.  
34—C. HAROLD PARKHURST FROM W. W., INT.—CAPA-PIX  
37, 38—J. EDWARD RICE  
40, 41, 42—RKO RADIO PICTURES  
43—RKO RADIO PICTURES etc. top rt. BERNARD HOFFMAN  
44—COLLEGE HUMOR—ACME  
47—WILLIAM VANDIVERT  
48, 50—P. I.  
55—INT.—B. N.  
56, 57—BAJA DEEN DATAL etc. top rt. P. I.  
58—P. I.  
59—P. I. etc. top H. ARAI-PIX  
60—MARTIN MUNKACSI, THOM. D. MCAVOY (2)  
61—THOM. D. MCAVOY (2), ACME  
64—W. W., CULLEN SERVICE—ACME  
65—FRANK TURGEON JR.—P. I.—ACME  
66—ARTHUR MUNN—P. I.  
67—ARTHUR MUNN—P. I.  
68—P. I.  
72—P. I.—WM. VANDIVERT  
73, 74, 75—WM. VANDIVERT

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC. EXCEPT; INT., LEFT RT., RIGHT; B. N., BLACK STAR; INT. INTERNATIONAL; KEY, KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

Have you  
lips that  
make good  
Resolutions?



One of the finest resolutions you can make is "I will taste the whiskey so rich that folks call it Kentucky's 'Double-Rich' Straight Bourbon!"

**CREAM OF KENTUCKY**  
KENTUCKY STRAIGHT BOURBON WHISKEY

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90 PROOF



A NEW KIND OF SHAVE...for it's actually a new kind of razor. No combing "teeth" to groove the skin...but a smooth Guide Bar which flattens the skin...ends nicks and scrapes. Blades changed automatically...nothing to unwrap, twist, take apart or reassemble. Don't wait until a friend brags to you about his, get one yourself first. It'll cost you "Two Bucks"...not "Two Bits"...but it's worth it!

AND HERE'S THE NEW "TWELVE"  
...a 12 Blade Cartridge  
for 49¢



The Regular 20 Blade Cartridge sells for 75¢  
MAGAZINE REPEATING RAZOR COMPANY  
Bridgeport, Conn.



## WIN PRIZES with SPEED-GRAPHIC

Graflex-made cameras are prize-winners! Dick Sarno was one of the twenty outstanding press photographers winning the prize in the 1936 National News Picture Contest. 29 of the 20 winners used Speed Graphic—the 10th. A Graflex 34 of the 18 prize-winning pictures in the New York Press Photographers' Association Exhibition and nearly half of a 100 pictures selected for "U. S. Camera" were taken with Graflex-made cameras! And it's a safe bet that most of the best pictures in any issue of "Life" are Graflex and Graphic "shots." If you would win prizes with your pictures, use a prize-winning Graflex-made camera! See them at any Graflex dealer's.



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Write today for our illustrated catalog describing Graflex and Graphic American-made Cameras and Accessories. Paste coupon below on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-4, Rochester, N. Y. U. S. A. No obligation.

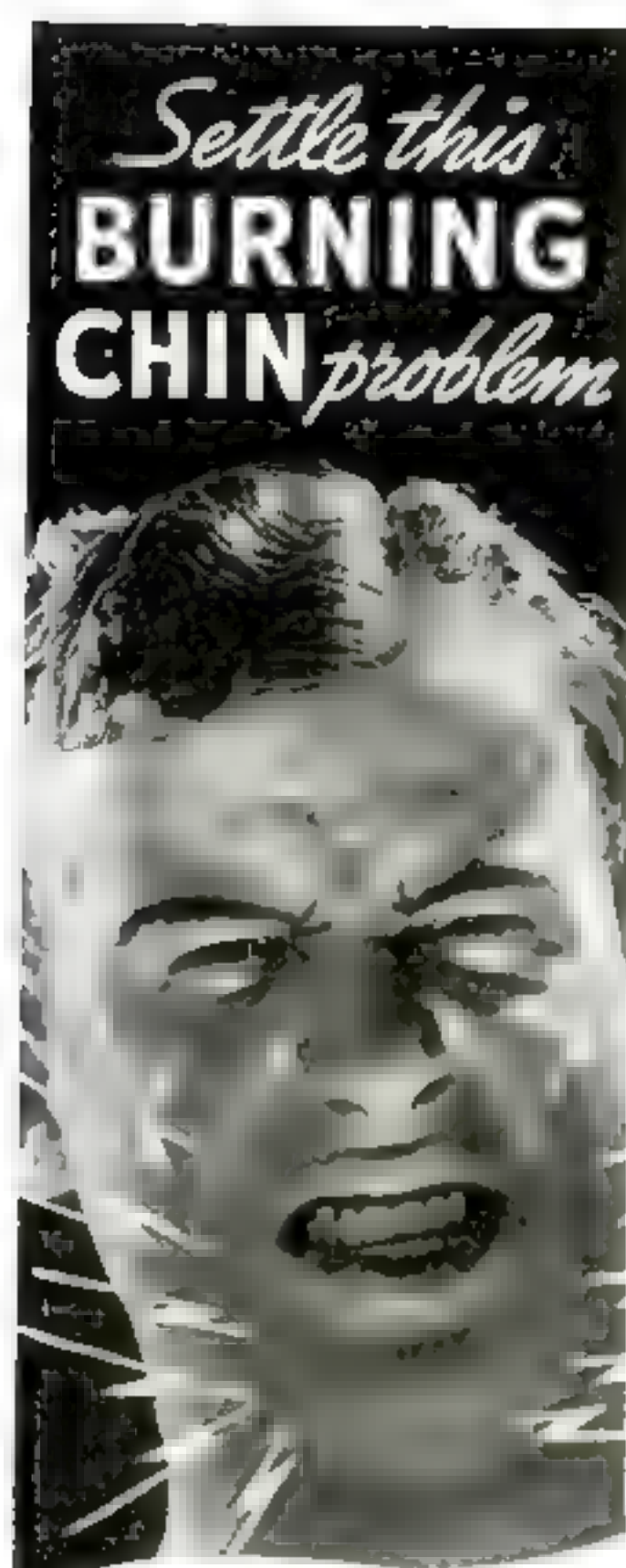
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PRIZE-WINNING CAMERAS





## Settle this BURNING CHIN problem

### MAKE THIS SHAVE TEST

Men—we've found a way to take all the burn and sting out of shaving. Consider these facts: 1—your skin (like everybody else's) is either oily or dry. 2—these two types of skin need two different shaving creams...and the manufacturer who makes them both is Mennen. Mennen Lather Shave is especially made to wilt *oily* whiskers quicker and more completely...and to flush out oil-clogged pores. On the other hand, Mennen Brushless Shave is especially made for the man with *dry* skin, it wilts whiskers and at the same time ends dryness, tightness and rawness.

You owe it to yourself to find out which Mennen Cream fits *your* face. Send 10c for the Mennen Skin Tester Kit, containing demonstration sizes of 5 Mennen Products—including both Mennen Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. E-3-22, The Mennen Company, Newark, N. J.



Vol. 2, No. 12

# LIFE

REG. U. S. PAT. OFF.

March 22, 1937

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THE FRONT COVER IS A PHOTOGRAPH OF A PARACHUTE TEST WITH A DUMMY TAKEN FOR LIFE BY MARGARET BOURKE-WHITE.

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin  
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CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street, New York. London Editorial office: Dean House, 4 Dean Street, London. Paris Editorial office: 82 Avenue des Champs Elysees, Paris.

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—use a Gillette Blade  
in your Gillette Razor

WHETHER you spend most of your time outdoors or in, you'll welcome the genuine shaving comfort you get with a Gillette Blade in your Gillette Razor.

The Gillette Razor and Gillette Blade are made for each other. Designed by the same engineers and produced in the same factory, they work together in perfect harmony.

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Buy a package of Gillette Blades and use one in your Gillette Razor tomorrow. You'll agree that shaving comfort is at its best when you use the blade that is made for your razor.

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Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program—CBS Network—Coast to Coast—Sunday nights—10 P. M., E. S. T.



**Gillette Blades**  
Precision-made for the Gillette Razor



## AND STILL A GOOD RAZOR



Twenty Years Ago resourceful and ingenious Osage Indian hit on idea of grinding down Nicholson File until edge was razor sharp. Found it ideal for giving braves of tribe traditional "hair cut and shave" around the forelock.

Traditional the world over is the high quality of the file steel in Nicholson Files. Winning equal prestige among tool users is the new tooth construction. It gives faster filing—greater economy. At hardware wholesalers—mill supply dealers. Nicholson File Company, Providence, R. I., U. S. A.

PATENTS PENDING

## A FILE FOR EVERY PURPOSE

## DO THIS When You Wake Up with a Headache



### ENJOY RELIEF Before You've Finished Dressing

If you wake up with a headache, just do this: Try two quick-acting, quick-dissolving BAYER ASPIRIN tablets with a little water. Take them the moment you get up—before you start dressing.

By the time you've finished dressing, nine chances in ten, you'll feel relief coming. You'll meet the day with a clear head instead of suffering for hours.

Genuine Bayer Aspirin provides this quick relief because it is rated among the quickest methods for relief science has yet

discovered. And—because real BAYER ASPIRIN tablets are ready to start working almost the instant you take them. (Note illustration.)

So, next early morning headache you have, try this way. Get real Bayer Aspirin now for only 15¢—two full dozen for a quarter anywhere in the United States. Ask for it by its full name BAYER ASPIRIN: not by the name "aspirin" alone.

**15¢** FOR A DOZEN

2 FULL DOZEN . . . 25¢

Virtually 1¢ a Tablet

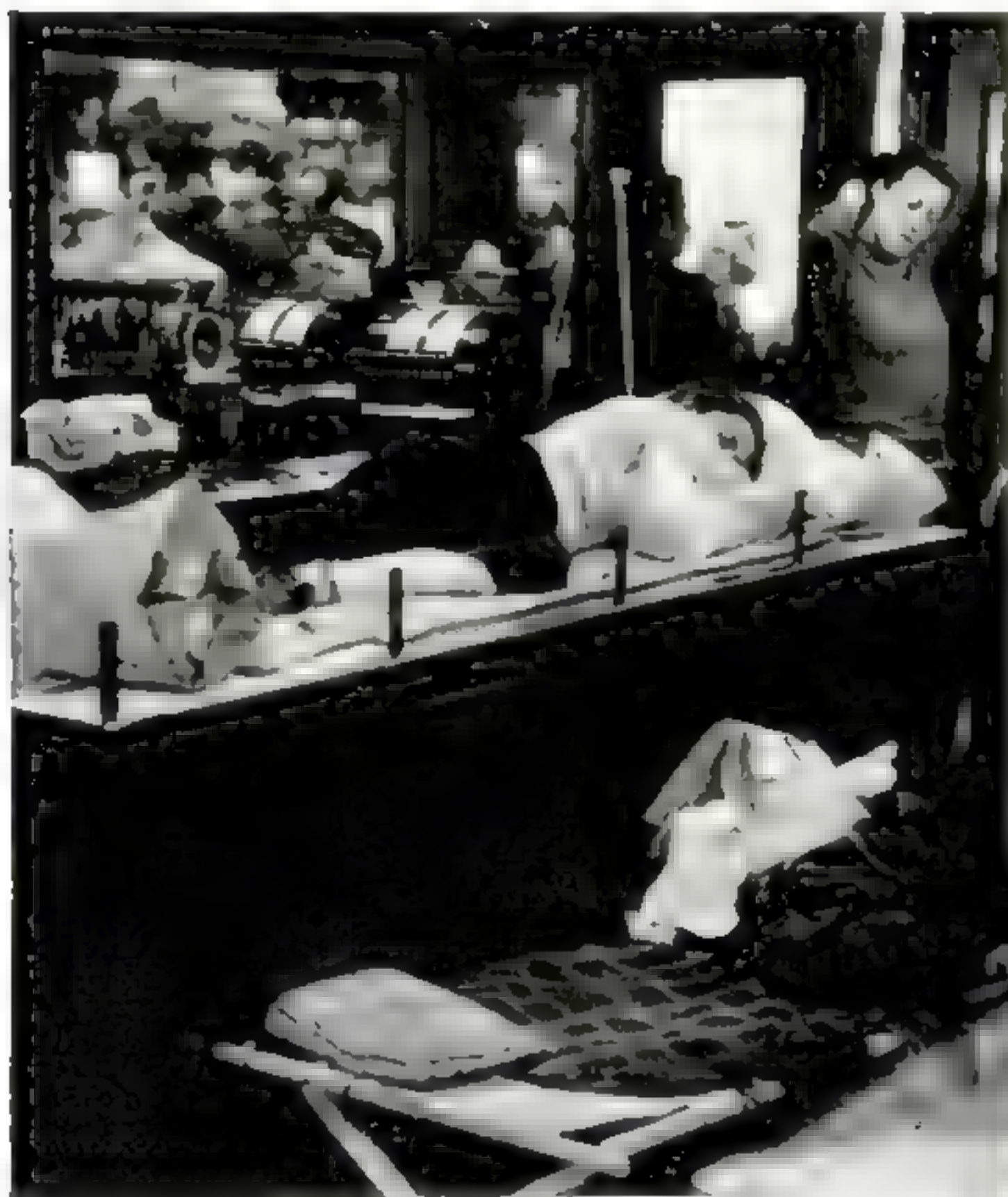


LOOK FOR THE BAYER CROSS





DETROIT'S LARGEST 5-&-10¢ STORE PROVIDES A SIX-DAY CAMPING GROUND FOR THESE STRIKING SALESGIRLS



Sleeping on counters like this is part of the fun on the six-day Woolworth camp outing in Detroit. As in any other well-run camp, curfew is sounded at 11 p. m., after which no union men or reporters may enter. Right, three typical faces.

## Life Goes to a Party

In the chief Woolworth store in Detroit  
where 110 strikers are on a sit-down picnic

The newest type of camping excursion is attended not by children of the rich but by members of the working classes, takes place not in the great outdoors but in stores and factories where strikers lock themselves in, picnic among sales counters and assembly lines until some sort of settlement is reached. Youngest, prettiest, most prevalingly feminine group of such recent "campers" were the 110 girls in Detroit's main Woolworth store who went on strike Feb. 27, spent six days in the store. Camp broke up when the girls were granted a 5¢ per hr. wage increase.

Camp Song: *Barbara Hutton has the dough, parlez vous,  
Where she gets it, sure we know, parlez vous,  
We stare at Woolworth's fire and dime,  
The pay we get sure is a crime,  
Hinkey Dinkiey parlez vous.*







Sliding down the banisters to the basement is a popular sport with these fun-loving strikers at Camp Wool-

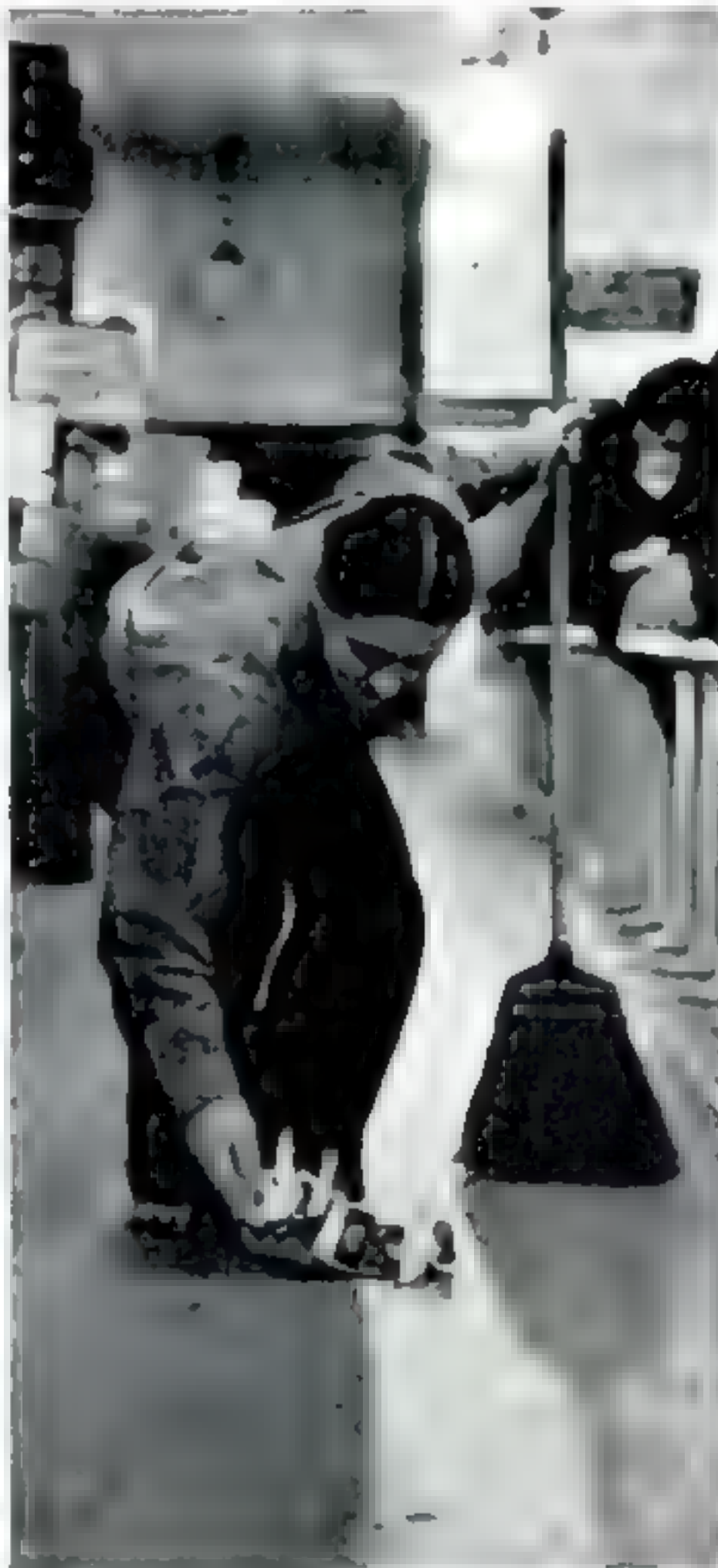
worth. Visited by their families and in touch with their friends by telephone, the girls' spirits are excellent.



Doing their own laundry, girl campers hang their things out on the store fire escape to dry off properly.



Feeding the store's canaries every day is one of the camp chores Woolworth campers cheerfully and efficiently perform. All goods in the store are well cared for.



Sweeping up the debris which accumulates on the store's floors is another daily task which the girls, run by committees of their own choice, take upon themselves.



This contented Woolworth striker is happily licking a spoonful of ice cream between her various camp duties. Note the curlers which she is wearing in her hair



# ★ SEE THE CHRYSLER EASTER PARADE! ★

A BRILLIANT display of Spring motor car styles featuring the low-priced Chrysler Royal, the beautiful Chrysler Imperial and the luxurious Chrysler Airflow in fascinating new color combinations and interior appointments. Your Chrysler dealer invites you.



COAST TO COAST... STARTING MARCH 18TH



**RIDGEWAY**

Look, fellows!... just the right touch of dash for your next date... the next sporting event... take the lead with the RIDGEWAY... its four smart crown ridges and specially woven band give it that fresh, modern touch you WANT **\$3.85**

Get the Ridgeway at your men's wear store  
Other Portis styles, \$3.85, \$5 and \$7

'Protek' perspiration-proof sweat band—"Swansback" moisture-proof finish—exclusive Portis features

**HAND FASHIONED HATS by PORTIS**

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

## Life's Party (cont. from page 73)



Regular meals, served at the lunch counter in the dining basement, are prepared by the regular Wood women and are served at regular hours to the hungry campers. Food is served in the store of stamped tinware that is outside.



Embroidery keeps some of the girls busy during the six days of camp. Others cut up paper and keep track of the money. Less than a dozen campers pass for their singing and dancing and for their work of handwork towards the end of the camp.



No camp is complete without mineral oil and Camp Woolworth was no exception. Here one of the girl campers starts the day off right with a good stiff dose.



A good appearance is maintained by Woolworth girls who comb their hair in the women's rest room and do not allow their camping excursion to interfere with their prinking. Although they kept the store's three telephones busy breaking dates the first day of the strike, they have an eye on the future.

Helpful literature like that displayed below finds few readers among the Woolworth campers. Most of them are sufficiently good looking to make scholarly study of romantic technique unnecessary. Store counters like those below are kept shipshape through the strike.

HOW TO GET YOUR  
MAN  
AND HOLD HIM  
Read this book at a Woolworth  
10¢

The lone male at right has dropped in at the Woolworth Store to see his girl friend. Later he goes out and buys her a chocolate fudge sundae. Like many another camper, she wears curlers in her hair.

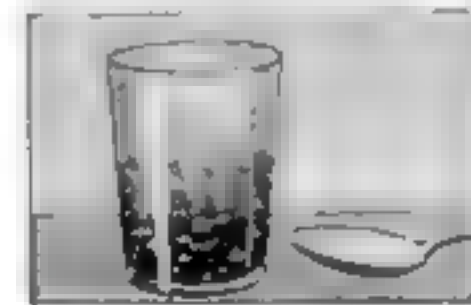
Camp equipment is this overnight bag holding lingerie and tooth paste.

# Exercise IN EVERY SPOONFUL OF Sara'ka

The modern way to keep  
intestinal muscles strong and active!



INTERESTING TEST — drop one spoonful of Sara'ka into glass of water.



20 MINUTES LATER — glass is now half full of soft, slippery bulk.



ONE HOUR LATER — water almost entirely absorbed by the Sara'ka.

HAVEN'T you often wished you could stop worrying about yourself? And become so healthy that you'd never think about intestinal health?

Many, many men and women who never expected to feel that way again — people who have suffered for years from habitual CONSTIPATION — are now enjoying that kind of carefree internal health. Sara'ka® has toned up their intestinal muscles.

Because Sara'ka has "exercising action." Its principal ingredient is bassorin, the sap of a tropical tree in the form of tiny granules. In the intestines, these granules begin absorbing water. Gradually they

## E-X-P-A-N-D

into a material which resembles soft gelatin (see the "water glass test" above). This mixes with food you have eaten — and increases BULK.

You know the importance of bulk. Just as a golfer needs the right clubs to do his best, so your intestinal muscles need the right kind of bulk. It aids them to do their best — gives them something to exercise on — gradually helps to strengthen the intestinal muscles.

In addition to providing extra bulk, Sara'ka contains another ingredient of plant origin — a specially prepared cortex frangula, which has a valuable tonic action on the intestines. Gently but firmly it urges the intestinal muscles to keep waste products in motion. So you have BULK PLUS MOTILITY® — a combination not found in ordinary laxatives. A combination that gives such pleasant yet thorough results that most people have no sensation of having taken a laxative! They are reminded of healthy childhood when constipation was a thing never thought of.

Ask your doctor about Sara'ka. We are confident he will tell you that it is safe and non-habit forming. Then try Sara'ka. See for yourself how pleasant it is to take — and how pleasant after taking. Get a package today from your druggist. Save money by buying the new "Hospital Size." Or mail the coupon for the free trial-size tin.

**SCHERING CORPORATION**  
Dept. 308, Bloomfield, N. J.  
Canadian Address: Schering (Canada) Ltd.,  
P. O. Box 358, Montreal, Que.  
I should like to try this new way to combat constipation. Please send me the free trial-size tin of Sara'ka.

NAME .....

ADDRESS .....



Reg. U. S. Pat. Off.  
Copyright 1957 Schering Corporation



# GREATEST SOCK IMPROVEMENT IN YEARS!

## Pacer

REG. U. S. PAT. OFF.

A regular length sock  
with **WASHABLE GARTER**  
attached!



55c  
and \$1

Patterns inspired  
by famous, qual-  
ity certified by  
the Better Fabrics  
Testing Bureau

Here's the key to an altogether new sort of satisfaction from the money you put into socks for the Easter parade—and the months ahead. For this sock masterpiece not only gives you the smartest of 1937 style, but the NEW comfort and convenience of a perfect fitting washable garter already attached to each sock. Ends all bother of separate garters. Now at good stores everywhere . . . in the pattern you prefer—or plain.

HOLEPROOF HOSIERY CO., Milwaukee, Wis.

**Pacer**  
by **HOLEPROOF**  
The sock with garter attached

## LETTERS TO THE EDITORS

### Cancer

Sirs

Please allow me to congratulate you upon the excellent portrayal of the cancer problem in LIFE (March 1). It is indeed gratifying to see some big magazine give the people a square deal by telling them about recognized methods of treatment. . . .

CHAS. L. MARTIN, M.D.  
Director

Baylor University Tumor Clinic  
Dallas, Tex.

Sirs

Shocking and repulsive! I tore out the pages and burned them to spare my family the disgusting sights. It is a fact that sensitive persons can be so horrified and strongly impressed by dreadful sights that they develop and manifest the dreaded thing physically. In a small town where I once lived there was a dreadful case of goitre. It was a shocking sight. As numbers of families were supplied with milk from this home, and the children were sent there for it, they saw it every day. No less than four young girls developed similar cases, two of whom carried it as long as I knew of them.

GEORGIA RICHARDS  
McROBERTS  
South Euclid, Ohio

Sirs

Just finished careful examination of LIFE. If I gush a bit don't be surprised. The space you have devoted to cancer is certainly the most wonderful thing you have accomplished yet. It certainly is thrilling to think of the 600,000 or 700,000 subscribers and buyers of the magazine and probably two or three times that many readers who will be reached by that marvelously lucid exposition of what cancer actually is and how it can be treated and what the layman should do about it.

You have done with one fell swoop what the insurance companies and public health services have been trying to accomplish these many years. You may feel well rewarded with the assurance that that section in LIFE will save the lives of a good many people and avert untold suffering amongst countless others. The state of ignorance of the populace in general on the subject of cancer is not generally realized and the simplicity and beauty of the illustrative material wherewith you spread the facts on those pages will make it possible for many more of the less literate of your readers to comprehend and be saved. For God's sake keep up your wonderful work.

CARL T. DUBUY  
Ann Arbor, Mich.

Sirs

I burned up my copy. . . . I can't imagine anything more repulsive.

W. B. EATON  
Burlington, Iowa

Sirs

Three cheers for your "War on Cancer." It will do a great service to the public. May I suggest for a similar subject—"War on Syphilis?"

PHYLLIS HAMBSCH  
Baltimore, Md.

Sirs

I read the article on cancer with much pleasure. I wish to con-

gratulate LIFE on having on its staff men of ability who could take such a complicated subject and put it in shape that Mr. John Public could understand it. I have already heard very favorable comments on the article.

BURTON T. SIMPSON, M.D.

Director  
State Institute for the Study  
of Malignant Disease  
New York, N. Y.

Sirs

Why exploit disease by mental suggestion? Why show cancerous eyes? LIFE has doubtless succeeded in scaring a number of readers, caused mental anguish to others, helped no one.

HOWARD C. WILSON  
Hartford, Conn.

Sirs

We tore out the gruesome sheets before anyone else could be shocked as we were.

A. T. GORDON  
Seattle, Wash.

Sirs

The members of our staff have reviewed with tremendous enthusiasm and appreciation your article on cancer.

I personally consider this the most important step in the progress of public education in cancer control that has ever been accomplished. Congratulations on your foresight and initiative.

MARION L. H. FREEMAN

Executive Secretary  
The Walter S. and Belle M.  
Carpenter Memorial Clinic  
for the Treatment of Cancer  
and Allied Diseases  
Wilmington, Del.

Sirs

I'm not a chronicarker, but my conscience would forever bother me if I failed to register my complaint against the post-graduate surrealist photographs of cancers.

To me they are horrible and revolting. Fortunately I was able to clip them before the issue reached my wife, who is particularly sensitive to such gory spectacles.

E. H. PARKS  
St. Louis, Mo.

Sirs

I hasten to commend you relative to the article "U. S. Science Wars Against An Unknown Enemy—Cancer." This article, presented so clearly in your splendid journal will do tremendous good.

R. H. MINTHORE, M.D.  
St. Johnsbury, Vt.

Sirs

I wish to register my objection to the pictures you published on cancer. There is no need of planting fear in the heart. We know this and other distressing diseases exist and we are grateful to those students who are studying for a cure of the same but there is no benefit to the general public to observe these conditions, when there is so much of beauty which would raise the thoughts of the laity and not depress them.

FRANCES LUDLOW  
Chicago, Ill.

Sirs

We are sure the cancer-minded medical profession joins in extending congratulations and hearty thanks.

DRS. SOHLAND, COSTLOW  
AND MELAND  
Los Angeles, Calif.

STOMACH'S FULL OF GAS AGAIN. TOOK ME BY SURPRISE

GET THE SYSTEM, BROTHER! ALKA SELTZER-IZE

GAS IN THE STOMACH

HEADACHES NEVER BOTHER ME, NOW THAT I AM WISE

THAT'S THE SYSTEM, SISTER! ALKA SELTZER-IZE

HEADACHE

HAVE'N HAD A COLD THIS YEAR? BETTER KNOCK ON WOOD

BUT I TAKE ALKA SELTZER. EVERY WISE MAN SHOULD

COLDS

Be Wise—Alkalize!  
**Alka-Seltzer**

An Alka-Seltzer tablet in a glass of water makes a pleasant-tasting, alkalizing solution which contains an analgesic sodium acetate salt. You drink it and it does two important things first: because of the analgesic it brings quick relief from your discomfort—and then because it is also alkalizing in nature Alka-Seltzer helps correct the cause of the trouble when associated with an excess acid condition.

MY ALL DRUGGISTS 30¢ 60¢ BOTTLES 10¢ 20¢

Alka-Seltzer

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Unusual volume now available for lovers of fine prints, photo enthusiasts. Includes 20 genuine prints by the master photo-romantic *William Mortensen*. Each print 11x9, 2 in. reproduced by hand-fed gravure, ready for framing. All subjects (characters, nudes, and the famous grotesques) in Mortensen's famed technique. Also complete word-outlines of each print give tricks, methods, devices, never before divulged. Although prints alone formerly sold for \$10, entire volume now offered readers of *LIFE* (whole edition last) at a small fraction of this cost. FREE book of samples. Acta is, special price offer. Write Camera Craft Co., San Francisco, Cal.

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Why pay fancy prices for polo pony? Write for free catalog. This is a saved real money for the thousands of owners. Contains over 400 pictures of Long sh. stallions. I ship and try on approval. Write today.

"Little Joe" Wiesenfeld Co., Dept. 12C  
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**SEA SICKNESS**

Quick Relief

**Mothersills**

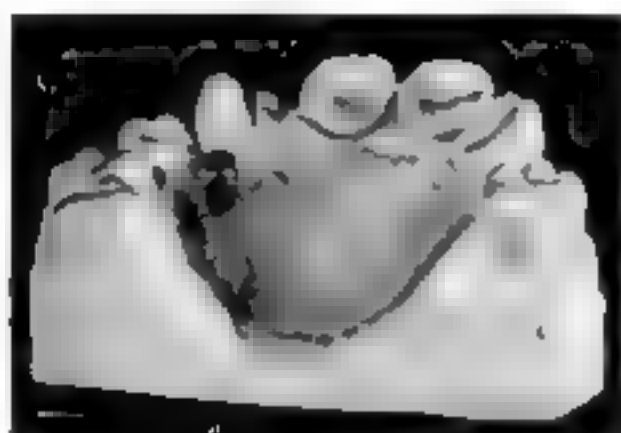
BRADSHAW REMEDY



# Vitamin Shortage Can Keep You Below Par

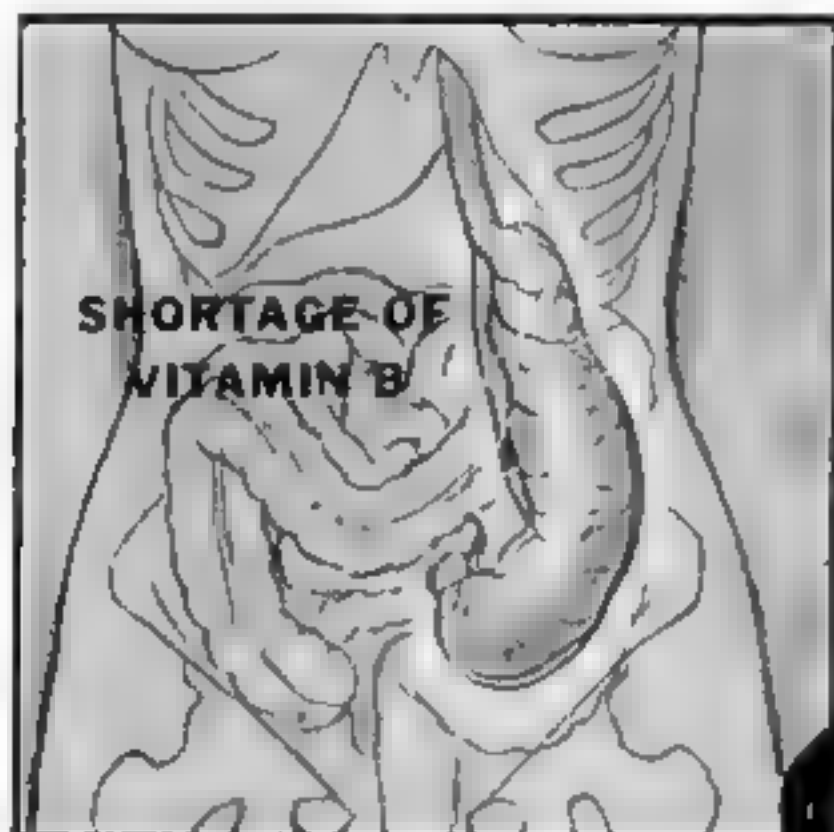
## D Not Enough Vitamin D

SOFT, POORLY FORMED TEETH may result from a shortage of Vitamin D—the important BONE VITAMIN. Growing children, especially, need plenty of Vitamin D to help in the formation of strong, attractive teeth. Fleischmann's fresh Yeast provides a rich supply of this BONE VITAMIN. Children from 5 to 12 years can be given 1 to 2 cakes daily.



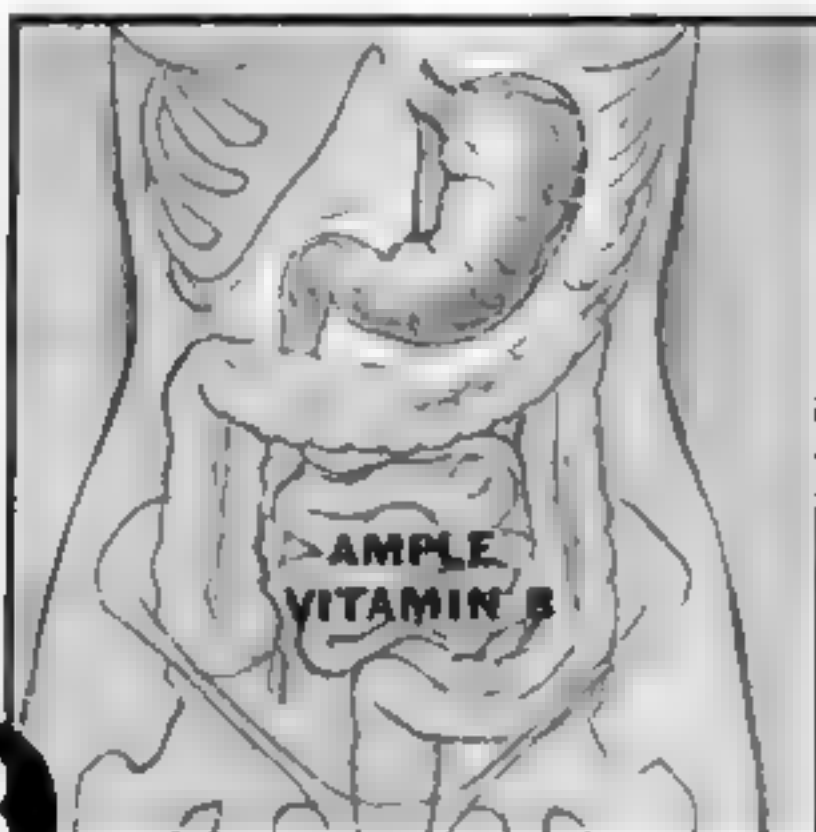
Plaster cast of poorly formed teeth.

You Seldom Realize Whether You Are Getting the Vitamins Your Body Needs—Until Injured Health Shows It. By Adding One Food to Your Ordinary Diet, You Can Assure Yourself an Extra Daily Supply of These 4 Vitamins



A SAGGING stomach (see picture above), weakened intestines and bowels can all come from an undersupply of Vitamin B—the NERVE VITAMIN.

## B

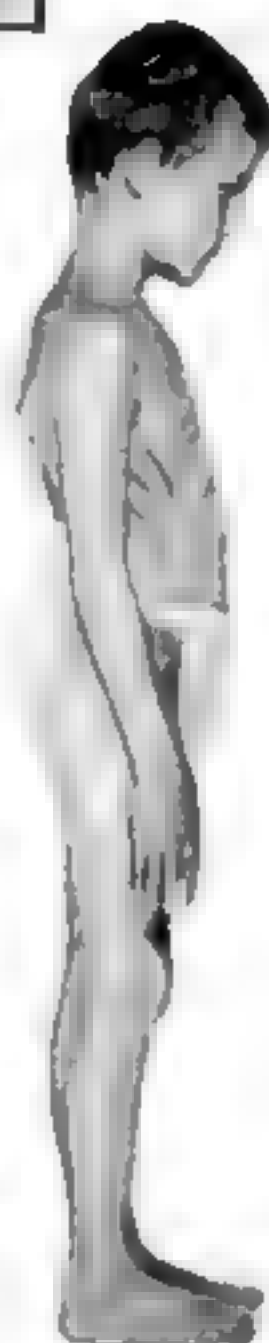


A STRONG, healthy stomach (see above), active bowels and intestinal tract, and the normal functioning of nerves need a rich supply of this NERVE VITAMIN. By eating Fleischmann's Yeast daily, you can increase your supply of Vitamin B. It is one of the richest known natural food sources of this important vitamin.

## G

Too Little Vitamin G means poor growth

WEAK, undernourished children are often inadequately supplied with Vitamin G—the GROWTH VITAMIN. A generous supply of this vitamin is needed to aid in the proper development of body tissues. Fleischmann's Yeast is rich in Vitamin G. Children from 5 to 12 years can be given 1 to 2 cakes daily.



## A

Diet Short in Vitamin A

INCREASED SUSCEPTIBILITY to colds and a lowered resistance to infections can occur if your diet does not provide enough Vitamin A. Fleischmann's Yeast eaten daily will help to increase your supply of Vitamin A.



VITAL PARTS of your body can be partly starved unless you get enough of these 4 important vitamins, A, B, D and G, each day.

Yet—our ordinary meals may be deficient in one or more of these necessary food elements.

By adding one food to your daily diet, you can be sure of a regular EXTRA supply of each of these 4 health-building vitamins. That one food is FLEISCHMANN'S fresh YEAST. No other one natural food gives you such a rich supply of these 4 vitamins combined.

Just eat 3 cakes every day—a cake about ½ hour before each meal. Eat it plain, or dissolved in a little water. Order two or three days' supply at a time from your grocer. Fleischmann's Yeast keeps perfectly in the icebox. Start eating it today. Let this famous tonic food help to increase your vitamin supply!



GEORGIA COLEMAN'S glowing vitality, strength and perfect nerve control show this famous diving champion gets an ample supply of these 4 necessary vitamins—A, B, D and G.



# SEIBERLING

TWO TREAD



AIR COOLED TIRES

*Look like this \* after 20,000 miles!*



## THE SECOND TREAD

*Doubles* SAFE MILES

• By the time most ordinary tires have run 20,000 miles they become smooth, skiddy, and dangerously thin . . . or have worn out completely.

But in Seiberling Two-Tread Tires this sharp-cleared, second tread makes its appearance at the point where ordinary tires wear smooth. It gives you anti-skid mileage for an extra 10-20,000 miles.

During the first 15-20,000 miles the original tread (pictured at left below) gives you all the sure-footed traction of a new tire—as well as the added protection of the patented\* air-cooled tread . . . which greatly reduces the hazard of blowouts.

Users say this amazing tire nearly **DOUBLES** previous mileages—increases their safety on the highway—and cuts their tire costs in half.

Yet its price is only a fraction more than ordinary tires. See your Seiberling dealer—he is beginning his Spring trade-ins this week.

\*The Air Cooled Tire is covered by U. S. patents.

**THE SEIBERLING RUBBER COMPANY • AKRON, OHIO • U. S. A.**

Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

### ★ SEIBERLING

*also makes*

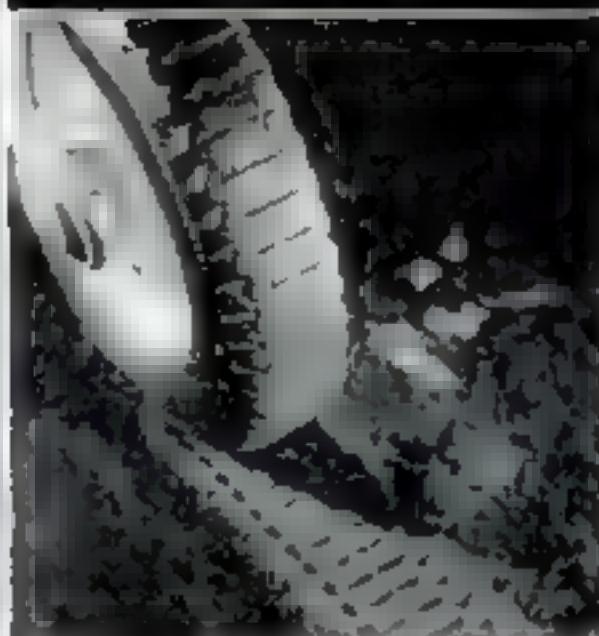
... a complete line of single tread tires. While they do not have air cooling, they do have other exclusive features. Their average mileage is above that of ordinary tires, yet they cost no more.

★

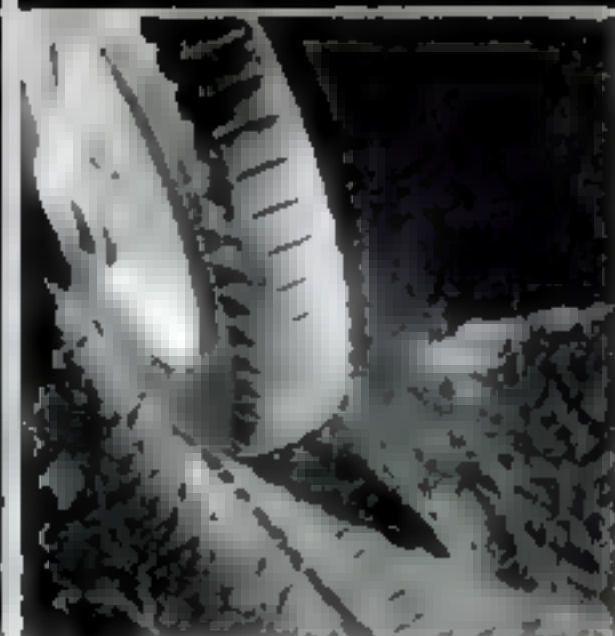
#### NEW TIRE



#### 20,000 MILES



#### 40,000 MILES AND UP



Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.



# PICTURES TO THE EDITORS



Charleston, R. I.—Dr. Harold Sand's pet oyster-eating hippo escapes from backyard.



The Flume, N. H.—Local boy builds boat, finds it too big, sandpapers it down to fit.

## April First

Sirs:

These strange shots are sent you as a warning as to what to expect in photography around April 1st.

A. H. BLACKINGTON

Boston, Mass.



Boston—General George Washington is caught backwards on his charger in the Public Gardens.



Old Rye, N. H.—A freak windstorm spells things in branches of willow trees.



## Looking Down

Sirs:

I have often wondered what it looked like down inside a fish's mouth. I'm sure a great many people have been smitten with the same kind of curiosity, but it remained for a little boy in the enclosed picture to look into the situation.

EDWIN HOPKINS

Los Angeles, Calif.

## Hanging Up

Sirs:

Here at the *Post-Times* we see hundreds of pictures every season of sailfish catches, and almost invariably they show a sailfish hanging on a rack, with the angler standing proudly alongside holding a rod and reel. Being very much fed up with the same act picture, we arranged the one enclosed, which shows the angler hanging on the rack and the sailfish apparently standing alongside.

DON MORRIS

Palm Beach, Fla.







## "Foremost in FRIENDLINESS"

Our friendliness, courtesy and desire to serve . . . as genuine as the smile of a child—unspoiled—foremost in friendliness. Chicago's newest hotel—new from lobby to grand ballroom on the roof—swanky yet homelike; sophisticated yet informal. Lobby, lounges, bars, restaurants, elevators, rooms and suites—wherever you are in the La Salle you'll enjoy its modern newness—and feel the spirit of its slogan "Foremost in Friendliness."



**NAT HOLMAN**  
Famous Basketball  
Star and Coach  
*says*

I LIKE TO  
FINISH UP MY  
MORNING  
SHAVE WITH  
A DASH OF  
AQUA VELVA

### Closes Skin Pores... Fights Off Pimples, Sore Spots

**S**ENSITIVE skin pores are opened wide by shaving in warm water. Dirt settling in these pores often starts pimples, sore spots.

Use a generous dash of Aqua Velva after shaving. This cool, refreshing astringent closes pores, fights off irritations.



**FREE OFFER**

Good only in U. S. A.

The J. B. Williams Co., Glastonbury, Conn., U. S. A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name \_\_\_\_\_  
Street & No. \_\_\_\_\_  
City & State \_\_\_\_\_

## PICTURES TO THE EDITORS

(continued)

### Mirror Writer

Sirs:

Antoinette Sergi, 9-year-old public school pupil of Marion Heights, small anthracite mining community in Pennsylvania, is one of those human rarities, a mirror-writer. On the blackboard she writes from right to left with her left hand. The other picture shows what she has written reflected in reverse in a mirror. Psychiatrists attribute this freak form of writing to a lesion or abnormal structure in the brain, which plays a trick on the victim's vision.

HELEN M. UNGER  
Sun-Gazette Company  
Williamsport, Pa.



### Snake Skipping

Sirs:

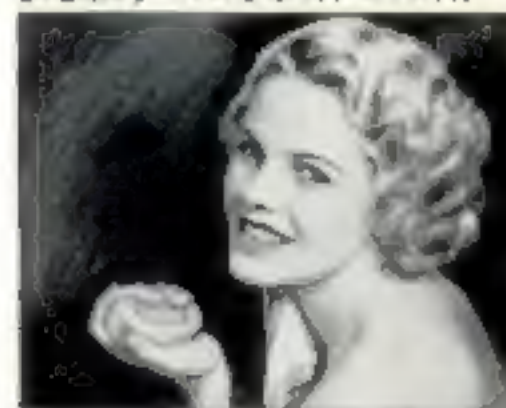
Skipping rope at Coral Gables may be a publicity stunt, but nevertheless it is unique in this case, since the rope is a nine-foot gopher snake. The breed is harmless, but grows to quite a length and

lives in the swamplands of Southern Florida. Russell Ellington is holding the snake's head with a handkerchief while Ned Turner flips the tail. Ellen Murphy does the skipping.

R. M. MUNROE

Coral Gables, Fla.

*Soap and Water*  
two of nature's best aids  
to clear, smooth skin.



**M**ANY SKIN authorities urge thorough soap and water cleansing, at least once a day, as an essential to real skin beauty. But the soap must be carefully selected to suit various types of skin, and Resinol Soap is preferred in many homes. Free from harsh, drying qualities, it gives a soft lather, pleasing even to tender skin, and leaves the pores deeply cleansed and refreshed.

Before applying Resinol Ointment to relieve the itching and soreness of pimply spots, a local rash or common skin outbreak, bathe the parts with Resinol Soap and warm water. It helps the soothing Resinol medication to act more effectively and promote healing.

All druggists sell Resinol Ointment and Soap. Begin this skin care today. Sample, with literature, sent on request to Resinol, Dept. 7-G, Baltimore, Md.

**Resinol**  
Ointment and Soap

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Fourth edition ready soon. All facts and figures (1929-1936) on America's greatest industry. Invaluable to everyone interested in any way in motor vehicles. 150 pages, 11x15, spiral-bound. Order today, \$3 postpaid or \$6 with one year's subscription to AUTOMOTIVE DAILY NEWS 1748 NEW CENTER BLDG., DETROIT

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**"BANG! A BLOW-OUT! A CRASH!...WHILE DRIVING HER DAUGHTER TO SCHOOL"**

## Read GRAHAM McNAMEE'S Story of The Contest Between Grim Fate and A Mother With Her Eight-Year-Old Child



**GRAHAM McNAMEE**  
Famous radio announcer

**B**ANG! A single ear splitting blast! Like the crack of a pistol. And it changed this peaceful school-day journey into a terrifying experience. It must have been a pitiful thing to watch as Mrs. Gerstner sat vainly clutching the steering wheel frantically trying to stop the car. But the car was definitely out of control.

Like a maddened bull it lurched from side to side, then charged across the road, and finally came to a screeching, scorching stop. By chance, there was no on-coming traffic at that exact moment, or there might have been another bitter tragedy in the making.

This is the actual account of a crazy prank which fate played upon Mrs. Camille Gerstner of Queens Village, Long Island. Always a cautious driver,

Mrs. Gerstner felt perfectly safe while taking little Camille to school. But she had overlooked one very important detail... her tires. Well, as I have just told you, one of them blew out and left her no time to remedy the situation. It might have left her a lifetime of regret. I am happy to report, however, that little Camille, while badly shaken up, was able to return to school in a few days.

### Warning To Motorists

To me it seems as if an experience like this should act as a warning to every motorist in the land. Try to think of those four tires on your car and the speed with which they are spinning around. Then think of the terrific heat that is being generated *inside* the tire by this speed. What happens? The

merciless beating these tires take may cause a little blister to form between the rubber and the fabric. As you travel further, this blister gets bigger and BIGGER until finally, BANG! You know the rest.

As you know, year after year, the manufacturers of motor cars are doing everything in their power to increase the safety of driving. But when it comes to building a tire that really saves motorists' lives by providing them with protection against high speed blow-outs, my hand goes to Goodrich engineers.

### Goodrich Protects You

They invented the Golden Ply and put it into every Goodrich Silvertown Tire. This Golden Ply is a layer of special rubber and full-floating cords, scien-

tifically treated to resist *internal tire heat*. By resisting this heat, the Golden Ply keeps rubber and fabric from separating... keeps those fatal blisters from getting a start. And so protects you from high speed blow-outs. And even though Goodrich spent thousands of dollars developing this life-saving long-wearing tire, Silvertowns actually cost less than other super-quality tires.

### It Pays To Play Safe

Mrs. Gerstner learned her lesson by experience. How much easier for the rest of us to profit by this experience without having to hear that nerve shattering BANG! Let's all be careful about tires as well as driving! Remember, you can buy these life-saving Silvertowns at Goodrich Silvertown Stores and Goodrich dealers everywhere.

*Graham McNamee*



# Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection



*My compliments on your  
very good taste, sir*



*for the good things  
smoking can give you*  
**Chesterfield**  
*Wins*